



Moosylvania

INSIGHTS

Specializing in Digital, Branding & Promotions

VOLUME 2 : ISSUE 5 SPRING 2010

## XL MARKETING TRENDS | Word Of Mouth

### OVERVIEW

This is the fifth chapter in a six part series identifying the top 10 XL Marketing Trends changing the marketing landscape now and over the next 10 years. Moosylvania has conducted primary and secondary research to simplify and summarize where marketers need to focus as they move forward with planning.

To recap the top 10 XL Marketing Trends, categorized, weighed and measured based on overall growth, impact on the market and ability to maximize spend vs. return, they are:

1. Mobile GPS – Geo-based messaging, Bluetooth – Acknowledgement of presence, Snap Tag/Bar Code – Interactivity, Augmented Reality – Providing on the spot alternative and overlaid views and Digital Video – Real-time live feeds and on-demand.
2. Digital Video – TV everywhere, Web TV, Pay-per-view, Mobile, Klickable, Real-time live feeds, On-demand, Augmented Reality overlays, Gaming and VR experiences and Hologram videos.
3. Social Networking – Facebook, Twitter, LinkedIn Groups, News Share Communities, Location-based Communities, Bloggers, Ratings and Reviews and Wikis.
4. Organic SEO – Embedded content in natural, reputable, third-party-links trumps Paid Search and Web rankings. Grow offsite SEO for your brand as search competition heats up.
5. Word-Of-Mouth – Building ambassadors through experiential incentives to share with friends and family.
6. Product Placement – e-Publishing via Kindle, iBook and other devices, In Game, Video, as TV leaps to web and phone, completely different integration opportunities and Augmented Reality.
7. Shopper Marketing – Retailers embrace solution-based selling to build traffic and raise average basket ring.
8. PR – Keeping the word out and spinning the spin to add heightened digital velocity.
9. Website – Mission control and the epicenter of your marketing universe.
10. Holistic Branding – Every touch point delivering a reason to believe.





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Bill Bernbach, an original “Mad Man” and advertising legend once stated, “Word-of-mouth is the best medium of all.” But ask any marketer what Word-Of-Mouth marketing is and no two answers will be exactly alike.

We do know from our research and from watching trends, that consumers trust their friends, family and peers’ opinions more than they do any form of marketing communication. That’s why Word-Of-Mouth is emerging as a major trend found scattered throughout all the other XL Marketing Trends tactics and as a key component in integrated marketing campaigns.

Since people have been talking, they have inadvertently been selling. The power of corroboration is unparalleled given the way we communicate. The capacity of viral media’s reach has increased exponentially with each technological advancement in communication. The potential for Word-Of-Mouth is therefore also increasing in a proportionate amount; every communicative effort made is an opportunity for brand referral.



WORD-OF-MOUTH HAS EXISTED SINCE THE EARLY TRADING DAYS.

The digital age offers an incredible word-of-mouth medium—but though it is more effective, it is certainly not a new tactic. Word-of-mouth marketing (WOM) has existed in some form since early trading. Spices, linens, metals all had people talking globally—even if the products were unavailable locally.

How is this referral created? Any product that excites people has the potential to be a word-of-mouth winner. Organic word-of-mouth is what the best brands, products, and ideas are

built on. Throughout this paper, we will examine how several different brands have gotten people talking – in good ways and bad.

Word of Mouth is expected to grow to \$3B by 2013.

Furthermore, WOM Agencies have been growing double digits over the last few years. The higher levels of spending in WOM categories suggests that the industry is shifting towards a more sustainable and repeatable WOM strategy as opposed to one-time tactics that gain attention. Higher levels of spending in online, offline, and community organizing suggest that brands are recognizing that a social experience in all mediums is the most effective way of building the most capacity.

A look at the social media spend forecast shows that by 2013 it will also increase to around \$3B. Both techniques are comprised of similar elements, and therefore make sense to think about together. The current social media platform is one of the most effective leverages for WOM to be amplified. By maintaining control over WOM metrics, brands can manage what people are saying – and a lot of this control comes from the social media outlets on which organic WOM is generated.

The capacity for marketers to use Word-of-Mouth is unparalleled. Still, it is important to focus on the full-circle – online, offline, and social frameworks in order to best understand what people are saying and why they are saying it.

We have carefully analyzed word-of-mouth programs around the world, along with those we execute in our practice and have clearly defined not only what Word-Of-Mouth is, but also what works and how to best go to market.

We hope you find this report a good resource and share it with your friends and associates. If you have thoughts or questions about the content, we’re open to a discussion.

Best,

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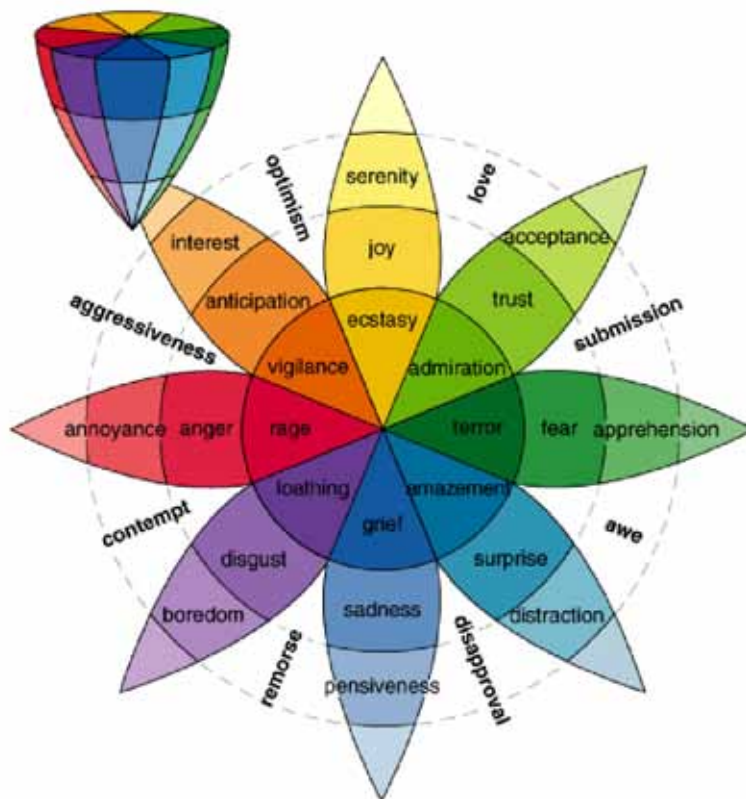
AND CHECK US OUT ON TWITTER

[TWITTER.COM/MOOSYLVANIA](https://twitter.com/MOOSYLVANIA) OR [TWITTER.COM/RODMOOSE](https://twitter.com/RODMOOSE)



## ► XL MARKETING TRENDS | Word Of Mouth #5

Word-Of-Mouth occurs naturally when people become emotionally connected enough to a product or service, they form an opinion about it so strong they are compelled to share it with others. Identifying these influencers and assisting in elevating their influence, or balancing their negative opinion can have a significant impact on a brand's growth.



ROBERT PLUTCHIK'S WHEEL OF EMOTIONS CONSIDERS EIGHT PRIMARY EMOTIONS - ANGER, FEAR, SADNESS, DISGUST, SURPRISE, ANTICIPATION, ACCEPTANCE, AND JOY. OUT OF THOSE COME VARYING DEGREES OF FEELINGS AND REACTION.

Practices that can enhance organic word-of-mouth activity already taking place, include:

- Monitoring conversations about your brand
- Opening a dialog and providing a platform for listening to all comments good, bad and indifferent
- Establishing a strategy to respond to concerns and criticism
- Focusing on customer satisfaction
- Improving product quality and usability based on direct customer feedback



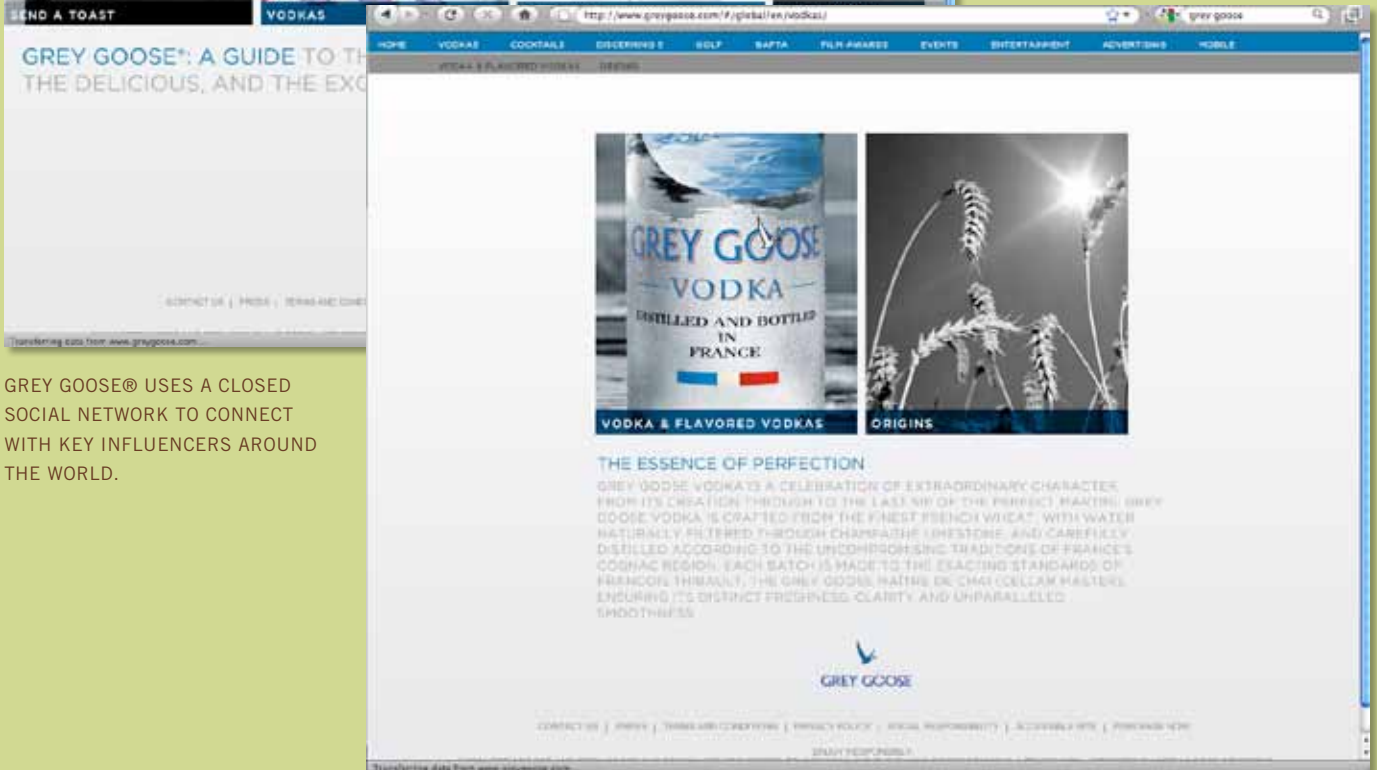
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**Word-Of-Mouth Campaigns** encourage and accelerate sharing opinions and information about brands with friends, family and peers. A direct measure of word-of-mouth effectiveness is key attribute awareness and customer satisfaction.

**Effective Word-Of-Mouth Practices** typically include many of the following components:

**1. INFLUENCERS** Engaging key individuals and groups that influence others.



GREY GOOSE® USES A CLOSED SOCIAL NETWORK TO CONNECT WITH KEY INFLUENCERS AROUND THE WORLD.

[HTTP://WWW.GREYGOOSE.COM/](http://www.greycgoose.com/)



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## 2. SEEDING Providing product access and important proprietary information to influencers.

In the physical world, surf product companies work the beaches of Baja California in Mexico. There they find dedicated influential Southern California surfers. Building relationships with them there, through free product and samples and sponsoring competitions, can have a tremendous impact for the entire industry, as the surfers demonstrate their preferences on the beaches in Southern California and Hawaii, where their followers are watching.



HURLEY SPONSORS EVENTS AND ACTIVITIES IN BAJA CALIFORNIA, MEXICO, WHERE TOP INFLUENTIAL US SURFERS FREQUENT.



GOOGLE CHROME OFFERS A BETA VERSION FOR INFLUENCERS TO USE AND PROVIDE FEEDBACK. IT ALLOWS INFLUENCERS TO TAKE OWNERSHIP IN THE DEVELOPMENT.

[HTTP://WWW.GOOGLE.COM/CHROME/?BRAND=CHMB&UTM\\_CAMPAIGN=EN&UTM\\_SOURCE=EN-HA-NA-US-SK&UTM\\_MEDIUM=HA](http://www.google.com/chrome/?brand=chmb&utm_campaign=en&utm_source=en-ha-na-us-sk&utm_medium=ha)



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## 3. COMMUNITY Supporting key communities with tools to assist in forming opinions.

The screenshot shows a search results page for Meetup.com. The browser window title is "Search results - Meetup.com - Mozilla Firefox". The address bar shows the URL: <http://www.meetup.com/find/?keywords=Luna+Moms&userFreeform=&incId=&incName=&lat=&lon=&gResult>. The search results are for "Search results - Meetup.com".

The first result is "Luna Moms Club/Stroller Strides of Arlington and Mansfield". It is marked as "Private" and has a 5-star rating (70 ratings). The location is "Arlington, TX" with 170 Members. The description reads: "Support. Empower. Connect. Make a Difference. As moms ourselves we understand that life is about finding balance while nurturing our minds, spirits and bodies. LUNA Moms Club was created with this aspiration in mind. By becoming a member you will build a tight community of moms to share advice, tips and most importantly laughter. Support and connect with other likeminded moms by participating in: •Playgroups - Fun for mom. Fun for baby. Enjoy a relaxed and positive environment with oth ...".

The second result is "Luna Moms Club/Stroller Strides of Grapevine". It has a 5-star rating (21 ratings). The location is "Grapevine, TX" with 74 Strong Moms. The description reads: "Support. Empower. Connect. Make a Difference. As moms ourselves we understand that life is about finding balance while nurturing our minds, spirits and bodies. LUNA Moms Club was created with this aspiration in mind. By becoming a member you will build a tight community of moms to share advice, tips and most importantly laughter. Support and connect with other likeminded moms by participating in: •Playgroups - Fun for mom. Fun for baby. Enjoy a relaxed and positive environment with other m ...". It also shows a "Next Meetup" on the 23rd of the month, titled "Hand Puppets".

The third result is "South Denver Luna Moms Club powered by Stroller Strides". It has a 5-star rating (11 ratings). The location is "Littleton, CO" with 87 Luna Moms. The description reads: "Welcome to our LUNA Moms Club, powered by Stroller Strides. As moms ourselves we understand that life is about finding balance while nurturing our minds, spirits and bodies. LUNA Moms Club was created with this aspiration in mind. By becoming a member you will build a tight community ...".

[HTTP://WWW.MEETUP.COM/STROLLER-STRIDES-LMC-ARLINGTON/](http://www.meetup.com/stroller-strides-lmc-arlington/)

Luna Bars sponsors Mom's Meet Up Groups to help them organize and exercise together. Members are given Luna product, "seeding" and advice on exercise and diet, which includes Luna.



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## 4. GRASSROOTS Providing resources to drive specific actions from supporters.



[HTTP://WWW.FACEBOOK.COM/BENJERRY](http://www.facebook.com/benjerry)

BEN AND JERRY'S USES A VARIETY OF SOCIAL SITES AND TOOLS TO HELP THEIR FANS GET THE WORD OUT.



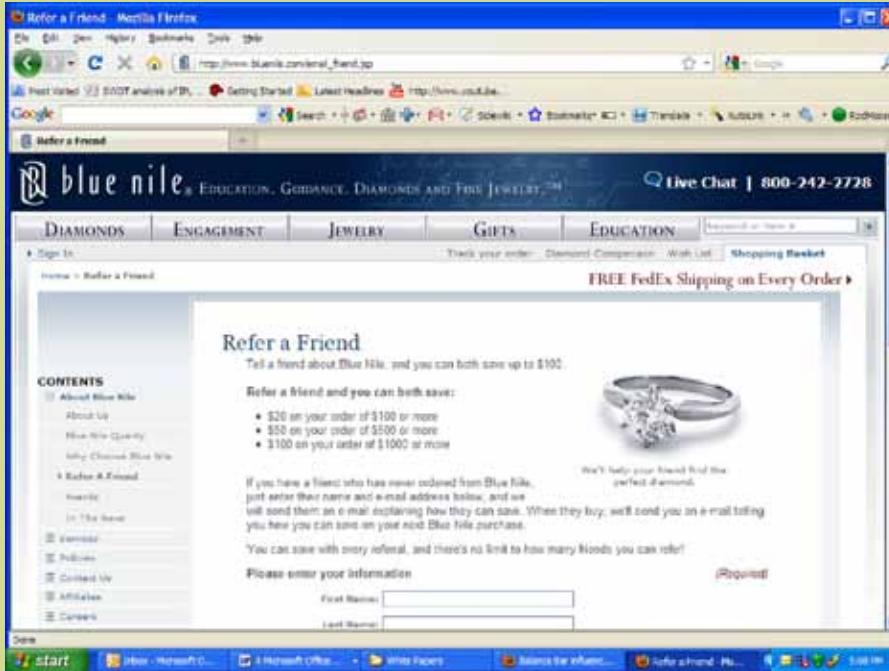
TARGETING KEY LOCAL COMMUNITY INFLUENCERS ELEVATES THEIR MESSAGE BEYOND THEIR CORE AUDIENCE.



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## 5. REFERRALS Enabling and rewarding satisfied customers to refer their friends.



[HTTP://WWW.BLUENILE.COM/EMAIL\\_FRIEND.JSP](http://www.bluenile.com/email_friend.jsp)

Referring friends and family typically comes with financial incentives, but it can also reward free services or access to special features and benefits reserved for best customers.



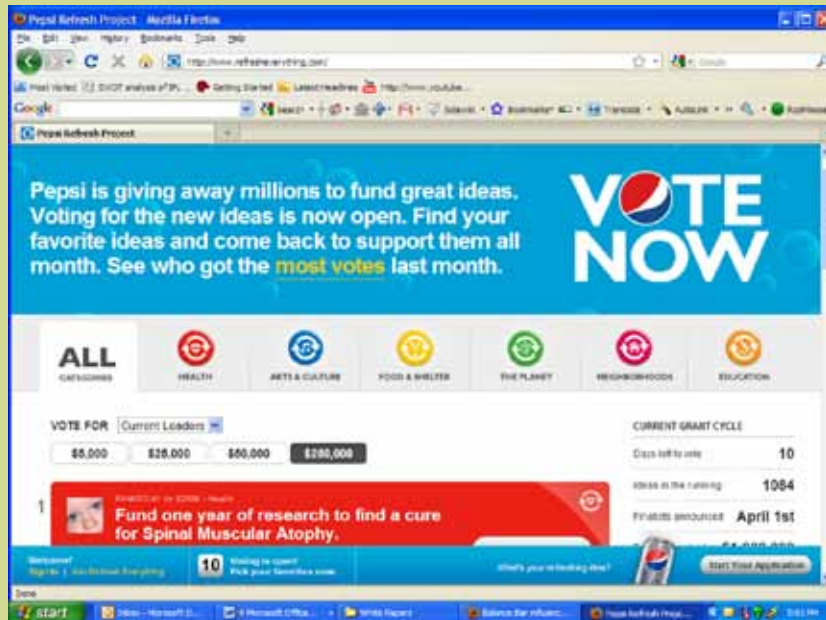
[HTTP://WWW.VONAGE.COM/](http://www.vonage.com/)



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## 6. CAUSE MARKETING Supporting aligned social causes, building trust of supporters.

Pepsi's Refresh provides a platform that enables any cause the opportunity to pick up funding by engaging their constituency.



[HTTP://WWW.REFRESHEVERYTHING.COM/?UTM\\_SOURCE=GOOGLE&UTM\\_MEDIUM=PPC&UTM\\_TERM=PEPSI+REFRESH&UTM\\_CAMPAIGN=BRANDED\\_BRANDREFRESHEVERYTHING](http://www.refresheverything.com/?utm_source=google&utm_medium=ppc&utm_term=pepsi+refresh&utm_campaign=branded_brandrefresheverything)

Home Depot's support of Habitat for Humanity has been extended to support a green initiative.



[HTTP://TOPICS.TREEHUGGER.COM/TOPIC/HOME\\_DEPOT\\_INC.](http://topics.treehugger.com/topic/home_depot_inc)



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### 7. VIRAL MARKETING Messages that trigger strong emotions to evoke sharing with others.

iPad's pent up demand and curiosity from avid fans, made its demo videos viral.



Orabrush's free offer for a cure for bad breath went viral.



[HTTP://WWW.YOUTUBE.COM/USER/CUREBADBREATH?FEATURE=PYV&AD=4287102485&KW=IPAD&GCLID=CNQN0UGXZAACFVZS2GODEIT00A#P/U/O/NFEB6YBFTHE](http://www.youtube.com/user/curebadbreath?feature=pyv&ad=4287102485&kw=IPAD&gclid=CNQN0UGXZAACFVZS2GODEIT00A#P/U/O/NFEB6YBFTHE)

Capital One's Ivan Brothers parity's NCAA March Madness as part of a sponsorship of the event. The video went viral the first weekend of the tournament.





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## 8. BUZZ High-profile, newsworthy actions and events that get people talking.

Dove's beauty campaign made international news by identifying with women's universal challenge of overcoming a negative self-image.



[HTTP://WWW.DOVE.US/#/CFRB/](http://www.dove.us/#/CFRB/)

Pepsi owned the news dedicated to the Super Bowl's advertising, by not advertising during the game.



[HTTP://SPORTS.ESPN.GO.COM/NFL/NEWS/STORY?ID=4751415](http://sports.espn.go.com/nfl/news/story?id=4751415)

KFC partnered with Oprah to offer a free trial Grilled Chicken meal. Little did they know the program would be too successful and the stores would be over run with customers.



[HTTP://WWW.OPRAH.COM/OPRAHSHOW/FREE-KFC-COUPON](http://www.oprah.com/oprahshow/free-kfc-coupon)



## ▶ The Framework for a Word Of Mouth Plan

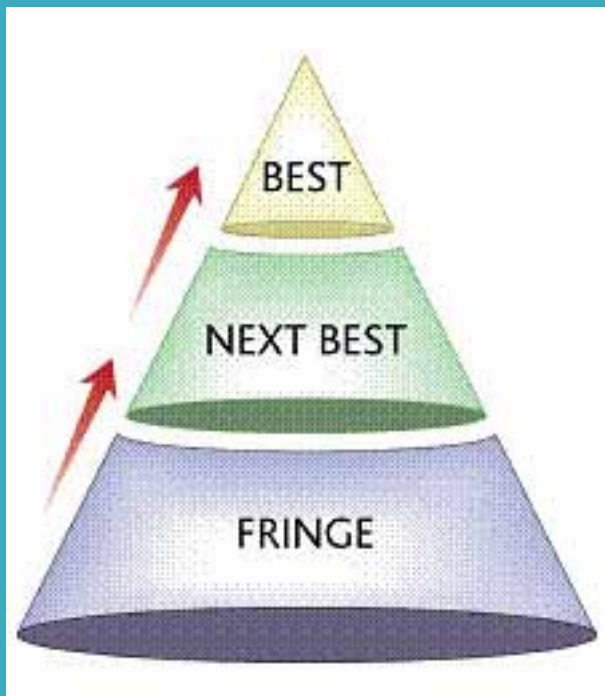
### 1 Identify measurable objectives

– what are you focused on achieving through WOM?

### 2 Determine how opinions are shared

and the influencers who are most likely to share them.

**3 Segment your customers** into Best, Next Best and Fringe. Understanding each segment can provide the necessary behavioral triggers to migrate customers up to become best.



### 4 Identify the most relevant attributes

that have the greatest emotional connection, thus propensity to be shared and have the most influence in converting followers. These can be found through insight discoveries with your customer segments and also from monitoring the natural attributes that have some level of organic WOM already in action.

### 5 Monitor and balance discussions

by responding to negative opinions, as provided in chapter 3 Social Networking, extinguishing flames in chapter 4 Organic SEO, and by elevating the positive discussions.

### 6 Provide appropriate tools

to educate and share information. Identify when and how your message will most likely be shared and make sure you have tools that support those efforts.

### 7 Find the best balance

of tactics that supports your brand strategy

As we discussed in the previous chapter on Social Networking, customers use social media as a trust filter for purchase decisions. Word-of-Mouth is that filter in action. A referral – or a warning – by someone you trust is the most important component of making an educated decision. And due to the exponentially growing level of social media, your “friends” have now become any user of social media you trust.



## ▶ 10 Thought Starters To Inspire Your WOM Strategy

### 1. WORD-OF-MOUTH TIED TO HERITAGE

Coke's secret formula is still a secret for a reason.

1919 — When Robert Woodruff bought the Coca-Cola company, he bought the secret recipe with it. This being reported on in the news brought a slew of imitators and impostors claiming to have the real thing. Seeing this – Woodruff saw a huge WOM potential and decided to play into the hype – he hired guards to transport the formula from New York to a vault in Atlanta, GA where it remains today with numerous fail safes including board approval in order to access it. People still talk about the secret Coke formula today.



[HTTP://2.BP.BLOGSPOT.COM/\\_BLU5V5BAMJY/SMDBILRMJQI/AAAAAAAAAFH4/RGHKRWGBB7C/S400/COKEFORMULATOLD.JPG](http://2.bp.blogspot.com/_BLU5V5BAMJY/SMDBILRMJQI/AAAAAAAAAFH4/RGHKRWGBB7C/S400/COKEFORMULATOLD.JPG)

### 2. SMALLER BRANDS CAN BREAK THROUGH

Relatively large brands have easier access to media attention, and therefore can create large splashes with smaller announcements. How do smaller brands edge up in WOM?

*Quiksilver* made a splash with their “Dynamite Surfing” video.

The video depicts some kids running and jumping a fence, heaving a stick of dynamite in the water, and then watching their friend catch a wave in a flat river in Copenhagen. This video was watched by a large audience of influencers who found it appealing and spread the word. The video was an excellent brand builder for Quiksilver – and got people talking.



[HTTP://WWW.YOUTUBE.COM/WATCH?V=6XFBXNDS0Q](http://www.youtube.com/watch?v=6XFBXNDS0Q)

Digital content has a multitude of ways to be shared. If you find content posted on a blog you want to share with friends, you can copy a link directly to the media and email, or post the link on your friend's Facebook wall encouraging them and whoever visits, to take a listen. You could also Tweet it, post it on your own Facebook page, share it with LinkedIn Groups, or news share sites or post it on your own blog.



### 3. MAKE THE WORD OF MOUTH TRUE

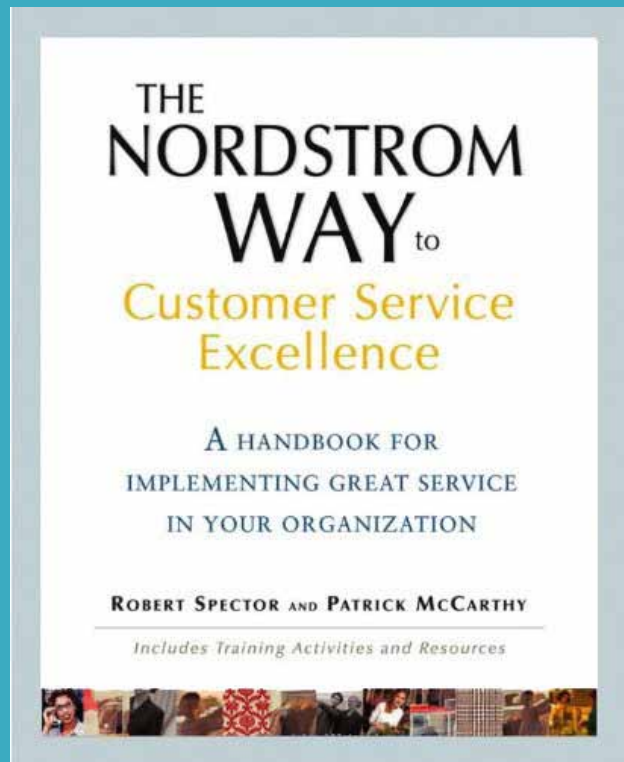
Focusing on your product and customer experience is imperative to keeping the good word flowing. Creating a loyal group of consumers is necessary to use word-of-mouth most effectively.

Customer panels and monitoring all communication in the social sphere for input and feedback on opportunities to improve experience, not only makes for better product, it also creates loyal influencers.

An organic buzz can be created by a product that fosters a group of loyal consumers; this buzz can also be supplemented by other word-of-mouth generating decisions. And with all of the available platforms to chatter – good buzz is imperative.

A brand must be dedicated, consistent, and thoughtful in every decision, public and private. Brands that will generate the most buzz are those that create images people can understand in entirety.

Nordstrom has long been admired for their customer service which has built a loyal following and empowered their ability to leverage word-of-mouth initiatives.



### 4. THE GOOGLE EFFECT

As covered extensively in XL Marketing Trends chapter 4, Organic SEO, being on the first page of search engines is important. SEO-optimization is the only way to accomplish this. When people are on the go and need to find places, Google is the easiest and most effective way to do it.

For instance, a New York City resident may be spending the day in Williamsburg, Brooklyn, looking for popular restaurants. One way is to log-on to their Yelp! App and search for restaurants around Williamsburg. An even quicker way is to Google “Restaurants Williamsburg, Brooklyn, NY.” The restaurants that don’t appear on that list have already lost the opportunity to gain the clientele – even if they are Yelp! all-stars.



## 5. AGGREGATORS HAVE GREATER INFLUENCE THAN THEIR AUDIENCE COUNT

Blog aggregators exist in several categories – but by far the most popular outside the news category (see: *The Huffington Post*, *The Drudge Report*) are the music industry category.

There are two music aggregators that see huge amounts of visitors each month. [www.Elbo.ws](http://www.Elbo.ws) and [www.Hypem.com](http://www.Hypem.com) are the two most popular aggregators – creating lists of the most popular, most recent, and most liked songs blogged about. With a three day shelf-life, the top 50-100 are listed. These can be broken down into categories, if the user wants. The user may also choose to like a certain song, then pushing it up the list.

This takes music experience to a whole new level. With around 500,000 visitors a month, they are still small-scale aggregators compared to music sharing recommenders like Pandora and Rhapsody; yet, for free streaming and exploration these aggregators are the top of the charts.



[HTTP://ELBO.WS/](http://elbo.ws/)



[HTTP://HYPEM.COM/](http://hypem.com/)

They are pure examples of word-of-mouth – what bloggers write about, they aggregate. What people like, they collect, and they post. If a certain song is posted by multiple sites, it will be much more likely to appear for longer and above the fold. It is like creating a pop music chart without a radio – judging only by what people are talking about. With constant updates and new #1's everyday, it is a great way to find music – and is always corroborated. You no longer need

to ask the guy at the record store, you can ask every record store guy across the world what they've been listening to.



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### 6. MOBILE ACCELERATES WOM

There are a multitude of tools to create effective word-of-mouth and yet, the most powerful is as of yet undiscussed, sitting in your pocket.

Smart phones are currently used by over 30% of Americans, and this year will outnumber computers. Gartner, a think tank for the technology industry forecast that by 2013, mobile will be the #1 way the world will access the internet. Per our previous report, we surveyed smart phone users and found the most used web portal on mobile was Facebook.



With the relatively low price point, it is only expected that at some point nearly all of us will have miniature phone-email-web2.0-facebook-twitter-blogready devices in our pockets.



The phone, not so many years ago, was the first major creator of WOM influencers. The first telephones allowed people to communicate from the comfort of their own homes. They could chat. And it was that chatter that marketers could finally harness in order to create positive brand images.

Now, the mobile phone is the next chatter threshold.

### 7. NEW AND DIFFERENT – FIND YOURS



Why did Avatar make the most money of any movie ever? It wasn't the ads. It was people talking about the 3D experience and about the movie. They told their friends they should see it – they should experience it, and people went. Avatar is a precise example of a standard item breaking ground by tweaking convention. It succeeded in a huge way and sold the most tickets of any movie in history.

That's word-of-mouth at work in a very big way.



## 8. GATEKEEPERS- WHO'S WHO IN A WORLD OF CHATTER?

This is every marketing company in America's focus right now. Who are the bloggers that inspire conversion? Whose jabbering is worthwhile?



[HTTP://THEMOMMYBLOG.NET/](http://themommyblog.net/)

By targeting influencers based on quantitative metrics, we can find influencers on the web. Offline influencers are harder to keep track of, until you get to a micro level. Every society has the soccer mom who tells the other moms about the best new products. How do you get her to see them?

*Focused research* on your target influencers is the best way to approach your word-of-mouth campaign. Relationships with these influencers will only foster a productive viral environment for the future.

## 9. DEDICATED NETWORKS

Creating networks, if done well, is the ultimate way of fostering WOM.

*BlackBerry Messenger—*

BlackBerry has its own social network, BlackBerry Messenger, embedded into every BlackBerry. Only BlackBerry users can access this messenger service, and it is a more efficient, quicker way of text-chatting, with the same ease of the technology. Moreover, little tricks BlackBerry has made, which in fact make BBM more efficient than SMS (despite that they probably have the technology to make SMS just as easy) make it the popular choice.

In choosing BBM, they have created a self-sustaining world of chatter that all non-BBM users must cope with. If your friends are BlackBerry users, you are left out of their world.





## 10. OFFLINE WOM – GREATER CREDIBILITY.

Offline, in-person credibility might have less velocity, but holds more credibility. Various industry surveys find it to hold almost 20% more credibility than an on-line referral.

So how do you get into people's everyday conversation?

Be something that affects them. Stay amazing.

How do you remain something incredibly special in a world of new? This depends on how much chatter you seek to generate.

Offline chatter must be newsworthy, exciting information. It

must be good enough to break into every day conversation. The most frequent winners are places that need trial recommendation – services like restaurants, hair salons, and consumer products.

### *On Gimmicks:*

Gimmickry works in certain circumstances, but it won't work forever. A spectacle in Union Square, NYC will get those who saw it chatting, but unless it escalates, it has a short life.

### *On Staying Amazing:*

Very few brands can do this. It is not necessary to have offline WOM all of the time, but it is necessary when the subject comes up in conversation. Be the first brand people think of when it comes to your key identifying subject, and you have made it. Identifying key discussion subjects and making sure you own the greatest share of voice digitally for those subjects is a strategic approach many brands are now taking.



FED EX MAKES THE IMPOSSIBLE, POSSIBLE EVERYDAY. THAT'S WHY IT IS ONE OF THE MOST TRUSTED BRANDS AND HAS TREMENDOUS OFFLINE WOM CREDIBILITY.



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### ▶ WOM AND THE FUTURE

With blogs, tweets, newspapers, magazines, smart phones, and aggregators, what will become of WOM?

In years to come, WOM will become all but imperative. People will not go to restaurants unless they have positive ratings from Yelp!, Urban Spoon or other trusted sources. With an app for that, there is no need to try something on a whim. There is a friend, somewhere, who can tell you all about it.

A brand must actively manage its WOM. It is now a core constituent of its appearance. A brand with negative user ratings has to work quickly to improve them. Domino's did exactly that. They monitored online reviews and worked to change them. Their *new pizza* campaign was a direct response. And people are talking about it.

As smart phones penetrate even further, there will be the ability to search everything before you do it, so SEO will become imperative. Creating positive reviews that are organically at the top of search results will be one of the most important ways of attracting business.

Think of the world as a grocery store, and every product has someone offering you a free sample. Your product must be delicious because if it isn't, inevitably, someone will have whispered in your ear at the trial booth that it's a waste of your time.

Welcome to the World 3.0. You now have six billion new friends. And they can tell you about every product that there is. Say goodbye to bad choices. There's an app for that.



Word-of-mouth permeates through all the XL Marketing Trends Reports, #1 Mobile Marketing, #2 Digital Video, #3 Social Media, #4 Organic SEO and #6 which covers Product Placement, Shopper Marketing, PR, Websites, and Holistic Branding all available free on our site [WWW.MOOSYLVANIA.COM](http://WWW.MOOSYLVANIA.COM) under INSIGHTS.

Additionally, the Moose Tracker is an engine that has over 600 mobile and social networking case studies from

around the world, that is updated weekly also available free under INSIGHTS.

We have a proprietary tool, Moose Monitor, that can track conversations from all relevant places to your brand and we have, on our campus, a globally ranked research facility that is part of a national network, that helps our clients get to insights faster. We can share more details if interested in a one-to-one discussion.

Be sure and share all of these with your peers. Questions, thoughts or suggestions, let us know, we're always open for discussion.

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Moosylvania is "The Great State of Design" where insights are Hatched in our globally ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotions. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy – all designed to achieve measurable results.

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