

BEST WAYS TO BUILD ONLINE WORD OF MOUTH

GO MOBILE



1 BILLION

The number of people with smartphones



2 BILLION

The number this is predicted to swell to by 2015



63%

The number of people who carry out local net-based searches on a business who then go on to buy from that company within an hour

TIP:

Ensure that your digital content is viewable and scaleable on mobile devices – or you risk alienating customers...



ONLINE REVIEWS

Online reviews are becoming more vital to a business' success:

70%

of customers now trust online review content...

...that's an increase of

15%

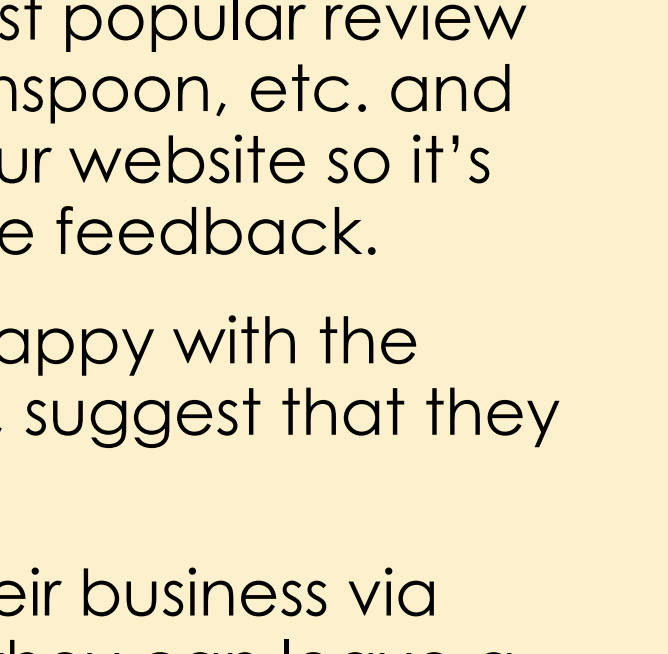
in four years

But...

80%

of customers will go elsewhere if they read a bad review

The stakes are high but the upside huge – for instance, **companies who garner a one-star increase on Yelp will see a 5-9% increase in revenue...**



TIP:

First of all, make sure your product is high quality but reasonably priced and that you have a great customer service department in place. Then:

- Create a profile on the most popular review sites such as Google, Urbanspoon, etc. and include links to them on your website so it's easy for consumers to leave feedback.
- Ask customers if they are happy with the service they received; if so, suggest that they post a review.
- Thank your customer for their business via email and suggest places they can leave a review.
- Spread goodwill by giving discounts to the customers who leave positive reviews.

SPECIAL OFFERS

A simple but effective method of acquiring online word of mouth is to flag up discounts and special offers only available on your website or social media channels.



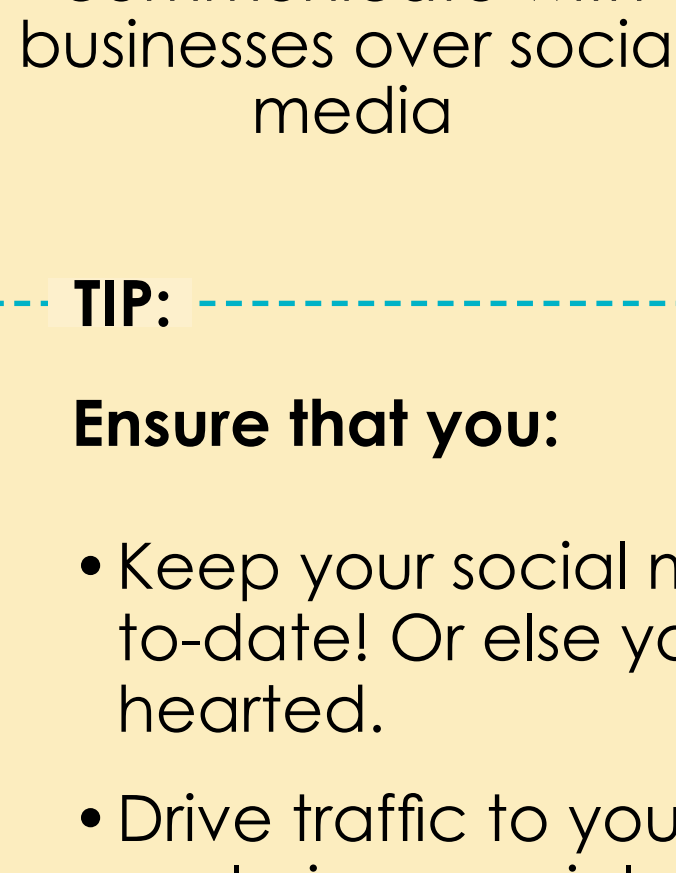
83%

of consumers tell friends if they land a great deal

SOCIAL MEDIA

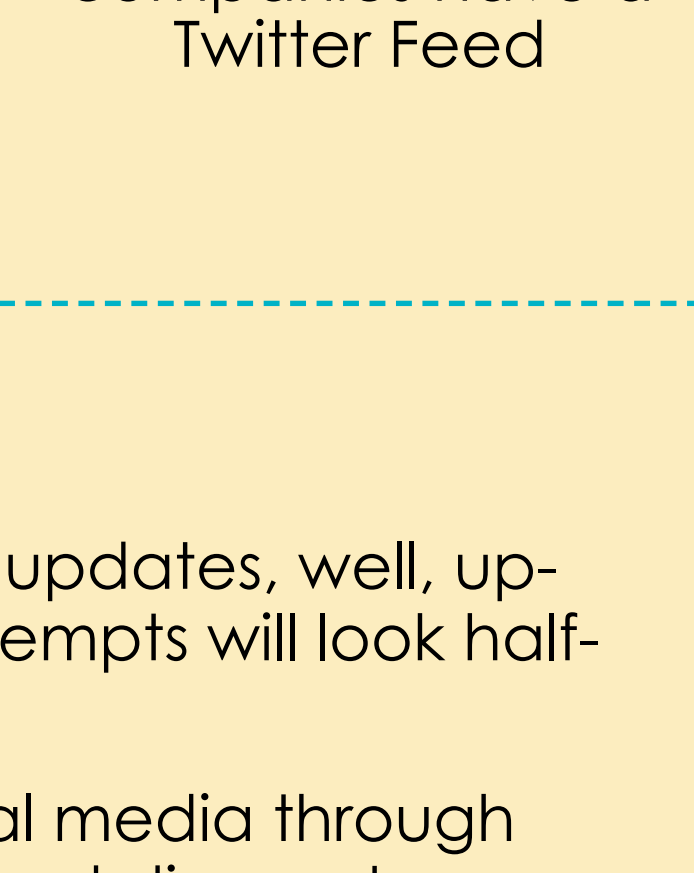
Engage with customers through social media.

Remember:



74%

of customers communicate with businesses over social media



62%

of Fortune 500 companies have a Twitter Feed

TIP:

Ensure that you:

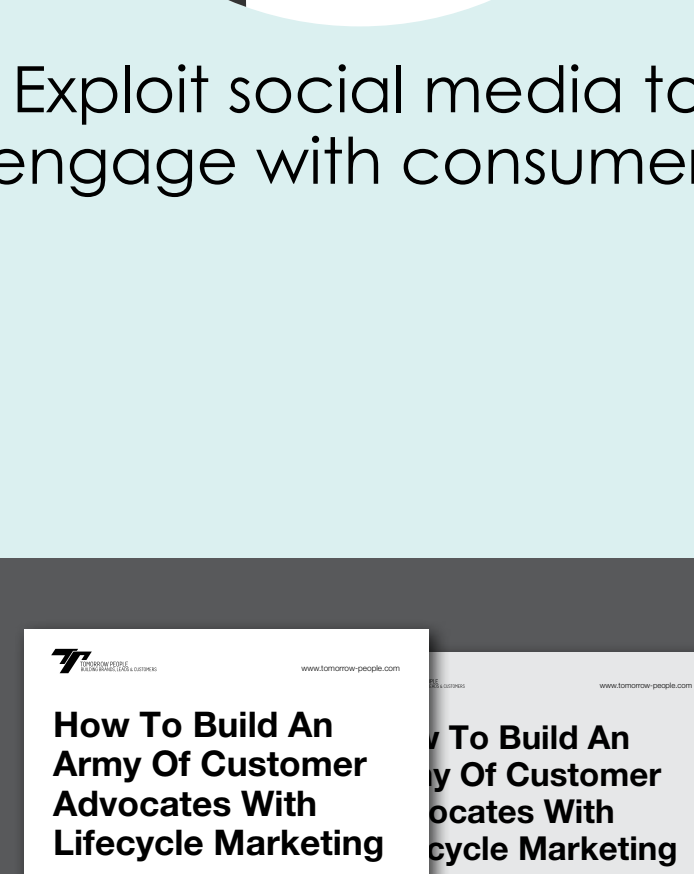
- Keep your social media updates, well, up-to-date! Or else your attempts will look half-hearted.
- Drive traffic to your social media through exclusive special offers and discounts; they're the kind of updates that customers will 'Share'.
- Post timely, if possible funny and engaging content; again the kind of content that will be 'Shared' by customers and could form the basis of a successful viral marketing campaign.
- React promptly to any negative feedback on your social media channels; it will show you care and are on the ball – and if handled right, can lead to increased positive online word of mouth.

TAKEAWAYS

Remember:



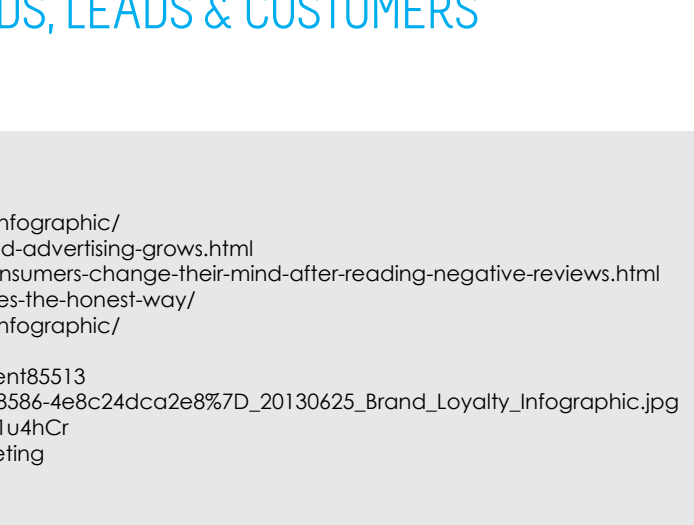
Make sure your online presence is mobile-friendly



Embrace the power of online reviews; don't shy away from them



Offer online-only discounts to draw customers to your website and social media channels

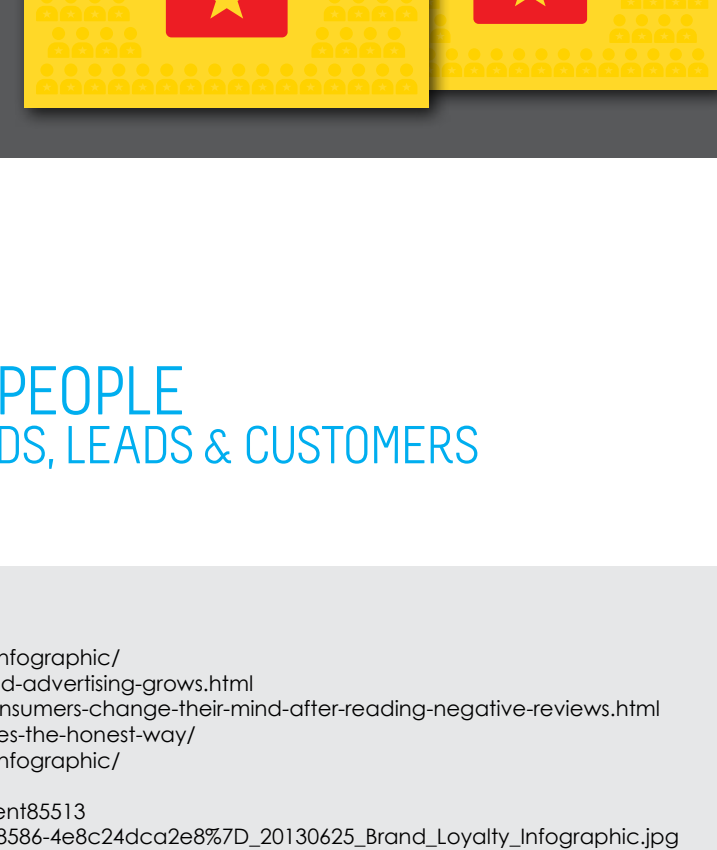


Exploit social media to engage with consumers

Download our free eGuide:

How To Build An Army Of Customer Advocates With Lifecycle Marketing

Download Now!



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