

This presentation is from:

The poster is for a WOMMA event titled "WORD OF MOUTH vs ADVERTISING". At the top, it says "womma PRESENTS Word of Mouth Marketing Association". The central illustration shows two muscular men in boxing gear; one is blue and the other is red, both wearing boxing gloves and appearing to be in a boxing stance. Below the illustration, the text reads "HOW BRANDS AND AGENCIES CAN MASTER THE ART OF WORD OF MOUTH". It features "SETH GODIN" and "UNLEASHING THE IDEAVIRUS The Original Word of Mouth How-to Guide". At the bottom, it says "FEATURING" with a small portrait of Seth Godin and "DESIGN BY: BRAINS ON FIRE".



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Learn more about WOMMA and how we can help you improve your word of mouth marketing program at <http://www.womma.org>.

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creating **customer** evangelists



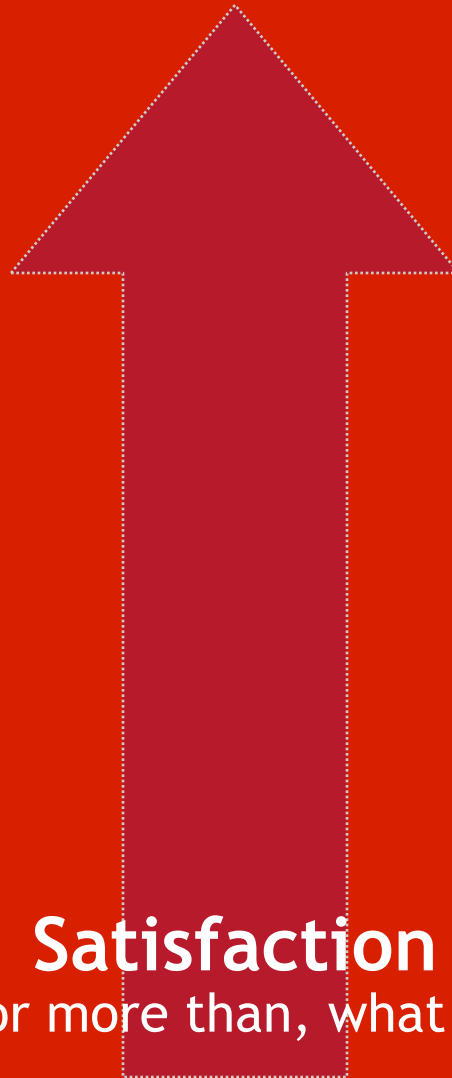
*Paul*



# Loyalty

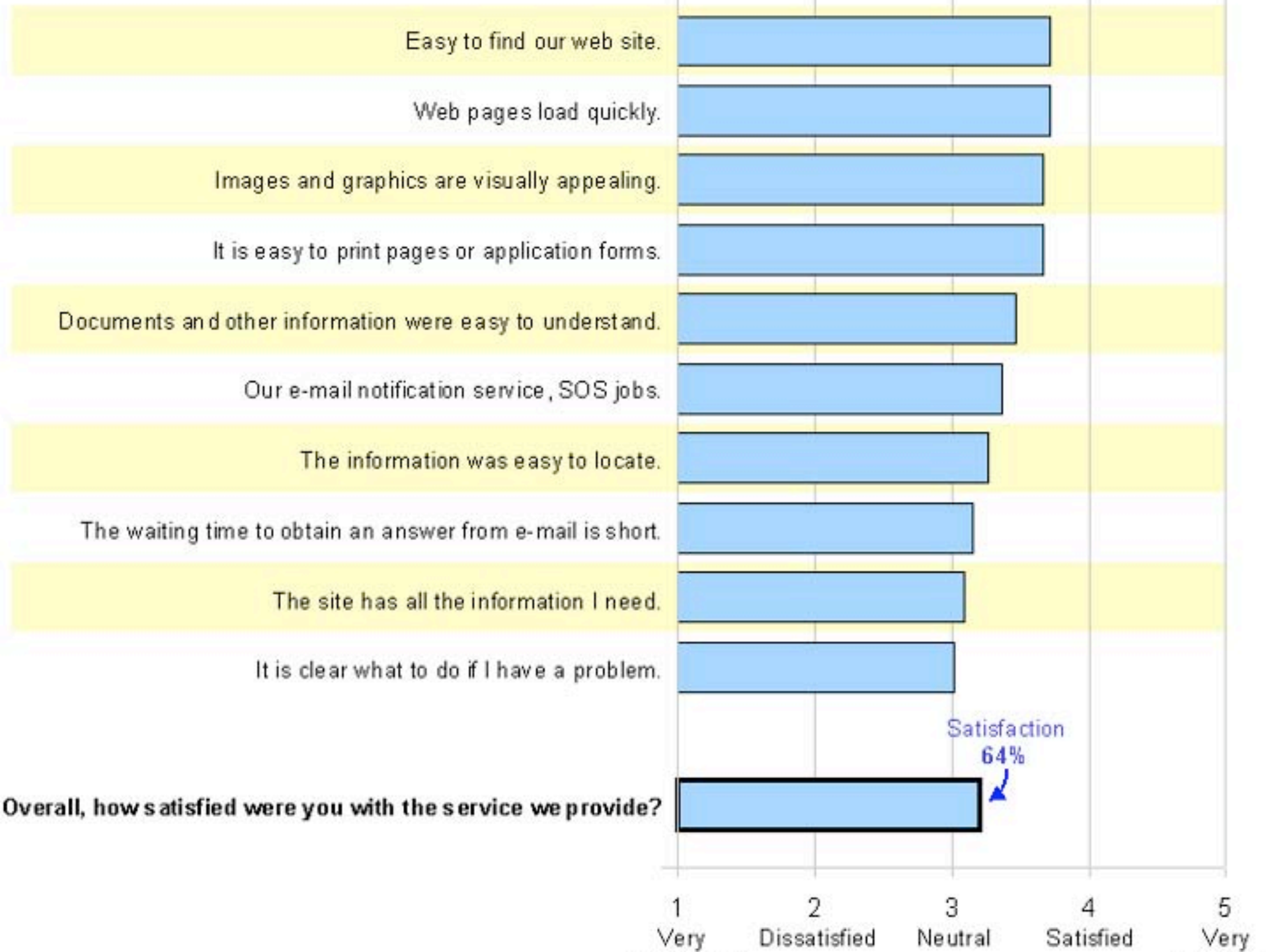
The willingness of someone — a customer, an employee, a friend — to make an investment or personal sacrifice in order to strengthen a *relationship*.

# The loyalty ladder



**Satisfaction**

As much as, or more than, what was expected



# The loyalty ladder



Source: Adapted from *The Value Profit Chain* by Heskett, Sasser, Schlesinger

# Café Loyalty Card



Buy 5 speciality hot drinks  
and receive the 6th FREE



**FREE**  
Speciality  
Hot Drink

This card  
remains the  
property of the  
Littledown Centre

Terms and  
conditions  
apply

# The loyalty ladder



Source: Adapted from *The Value Profit Chain* by Heskett, Sasser, Schlesinger



# The loyalty ladder



Source: Adapted from *The Value Profit Chain* by Heskett, Sasser, Schlesinger



MINI TUGGY BEAR

Bunny Big Feet

120

# THE MAKER'S MARK EMBASSY

WHATS NEW

COMMUNICATIONS

TOOLS

SENIOR DIPLOMATS ROOM

DISPATCHES

COLLECTIBLES

MY PROFILE



Welcome to the Embassy, the portion of our website dedicated exclusively to our ambassadors. Our goal is to make it as easy as possible to spread the word about Maker's Mark. Since your Ambassadorship is a voluntary position, I've made sure we've included lots of extras to make it worth every moment you put into it. So settle in and make yourself comfortable.

After all, The Embassy is a place for Ambassadors to call home.

*Bill Samuels, Jr.*

1 9 5 3



2 0 0 3

# The loyalty ladder



Source: Adapted from *The Value Profit Chain* by Heskett, Sasser, Schlesinger



Paul Gillen

Allen Levis

Marshia Hobson

Username:   
Password:   
  
[Sign up!](#)  
[Forgot your password?](#)

 **Spreading Fire:** Our most recent button referral comes from **Mesothelioma Cancer** (sfx page). Great work!

## Welcome to Spread Firefox

Posted by [Blake Ross and Asa Dotzler](#) (sfx team) on Sun, 06/19/2005 - 18:07 :: [Spreading Firefox](#)

**Spread Firefox is the central meeting place for the Firefox open source marketing effort. We are an authentic, creative, action oriented, and user-driven community.**

If you love using Firefox, we invite you to become active in our community. We are counting on **you** to get involved by spreading the word. Here are some easy starting points:

- [Become a Firefox affiliate](#): Once you sign up as a SpreadFirefox member, add a [Firefox button](#) to your website and a link to your e-mail signature. (Buttons in languages other than English are available [here](#).) Every time someone clicks on your link, you'll get a [point](#). Points earn you prizes and visibility in the [roll call](#), which will drive significant traffic to your website.
- [Tell the world what you think](#): Help us encourage other people to use Firefox by reviewing and rating it at popular download sites such as cnet Download.com ([Windows Mac](#)), ZDNet ([Windows Mac](#)), [Windows Marketplace](#) and BetaNews ([Windows Mac Linux](#)).
- Print a stack of [flyers](#) and leave them somewhere accessible to people. For example, if you're a college student, leave them by your dorm's door. If you work in an office, leave them in your mailroom. (Get permission if necessary.)

[more ...](#)

[sfx team's blog](#)

## Firefox a CNET.com Top 10 downloads of the past 10 years

Posted by [Blake Ross and Asa Dotzler](#) (sfx team) on Sun, 07/10/2005 - 23:56 :: [Spreading Firefox](#)

As part of its 10 year anniversary celebration, CNET.com has posted a list of their [Top 10 downloads of the past 10 years](#) and Firefox comes in at #4. It's an amazing accomplishment and all of us here at Spread Firefox should take great pride in helping to get Firefox in front of tens of millions of users.

CNET.com's [Download.com](#) is the premier download site on the web and there is no doubt that all the great reviews you all have contributed there are helping to drive downloads at this astonishing rate. If you haven't yet, head over to the Firefox listing and [add your review](#) (just click the "add your own review" button under the main listing.)

If you have friends and family using Firefox, let them know that this is one of the easiest and most powerful ways to help spread Firefox. You can find a link for Download.com feedback in the Featured Projects box at the top right

Firefox downloads: 70,095,438   
[Add this counter](#) to your page!

### Featured Projects

- Check out these projects to help spread Firefox.
- [Download.com Feedback](#)
  - [Firefox S5 Project](#)
  - [Firemonger project](#)
  - [Five Minute Challenge](#)
  - [Mosaic Image](#)






[Projects Directory](#) - [Forums](#)

### Get Buttons and Banners!






Add a [Firefox button](#) to your web site or promote Firefox in your email signature.

### Weekly Roll Call

#### Top 5 Climbers

<a href="#">ifrance</a> 151 slots	
<a href="#">Algren_San</a> 92 slots	
<a href="#">wwwlulncom</a> 88 slots	
<a href="#">Tantawi Ne...</a> 81 slots	
<a href="#">Free Compu...</a> 76 slots	

#### Top 5 Affiliates

<a href="#">Mesothelio...</a> 15,261	
<a href="#">craigslis</a> 8,183	
<a href="#">DSL Tarife</a> 8,158	
<a href="#">Usenet</a> 8,069	
<a href="#">www.logome...</a> 6,322	

[view top 250](#) | [report abuse](#)

### Spot the Fox! Photo Galleries

### Forums

- [Firefox Marketing Ideas](#)
- [Community Marketing Projects](#)
- [Syndicated Download Counter](#)
- [Thunderbird Marketing Ideas](#)
- [SFX.com-related Forum](#)
- [Recycle Bin](#)

[forums](#)

### Blogs

- [just another way of spreading](#)
- [Above 30% Gecko Usage at en.wikipedia.org](#)
- [Firefox is the best!!!](#)
- [101 things that the Mozilla browser can do that IE cannot.](#)
- [WhatPulse Team Update #5](#)
- [The Alternative Browser Alliance](#)
- [Firefox a CNET.com Top 10 downloads of the past 10 years](#)
- [New Firefox Animated Promos](#)
- [Internet Explorer and Web Standards](#)
- [Fundable Firefox](#)

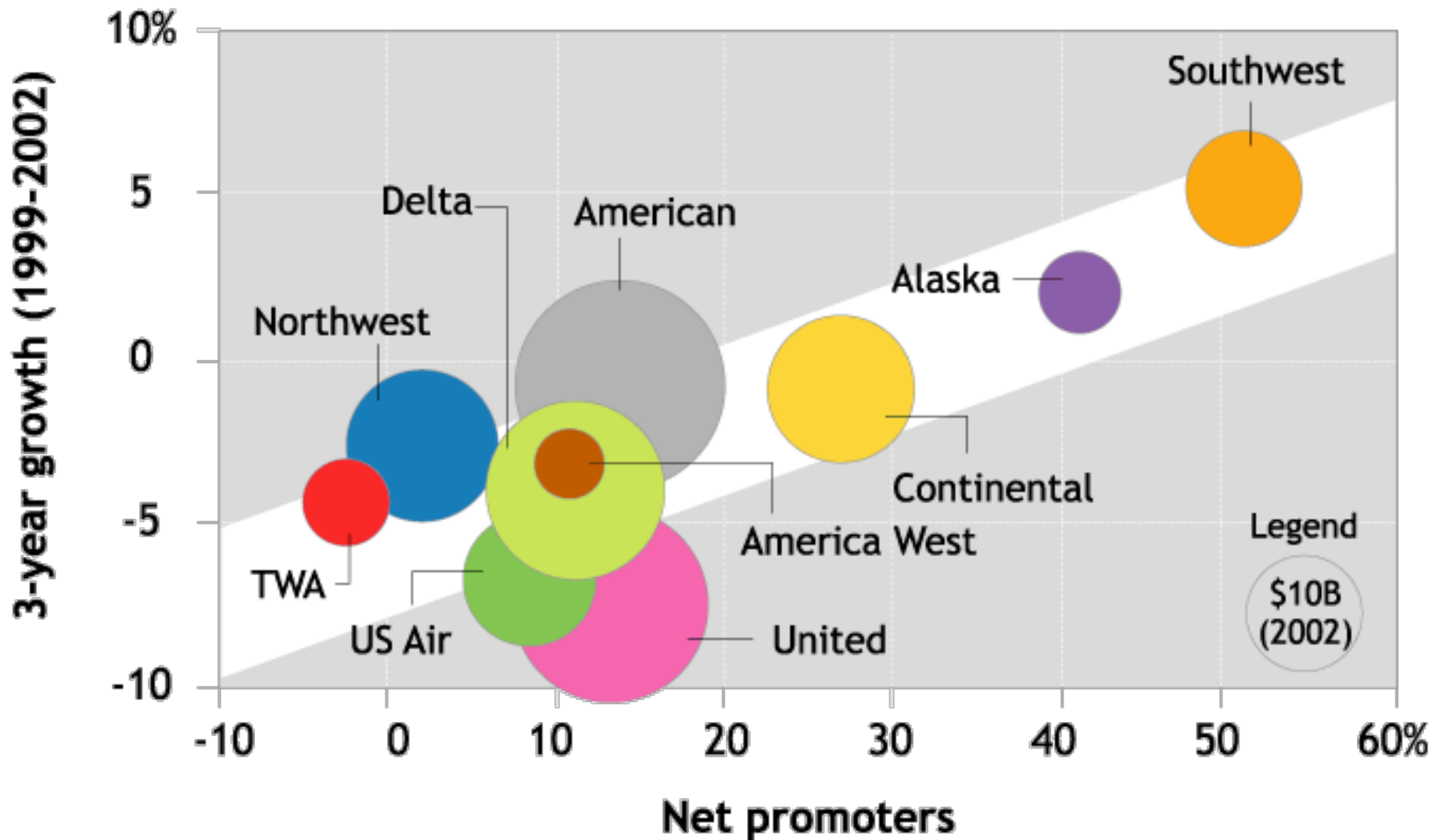
# Number one

indicator of growth:

“Would you recommend us to a friend or colleague?”

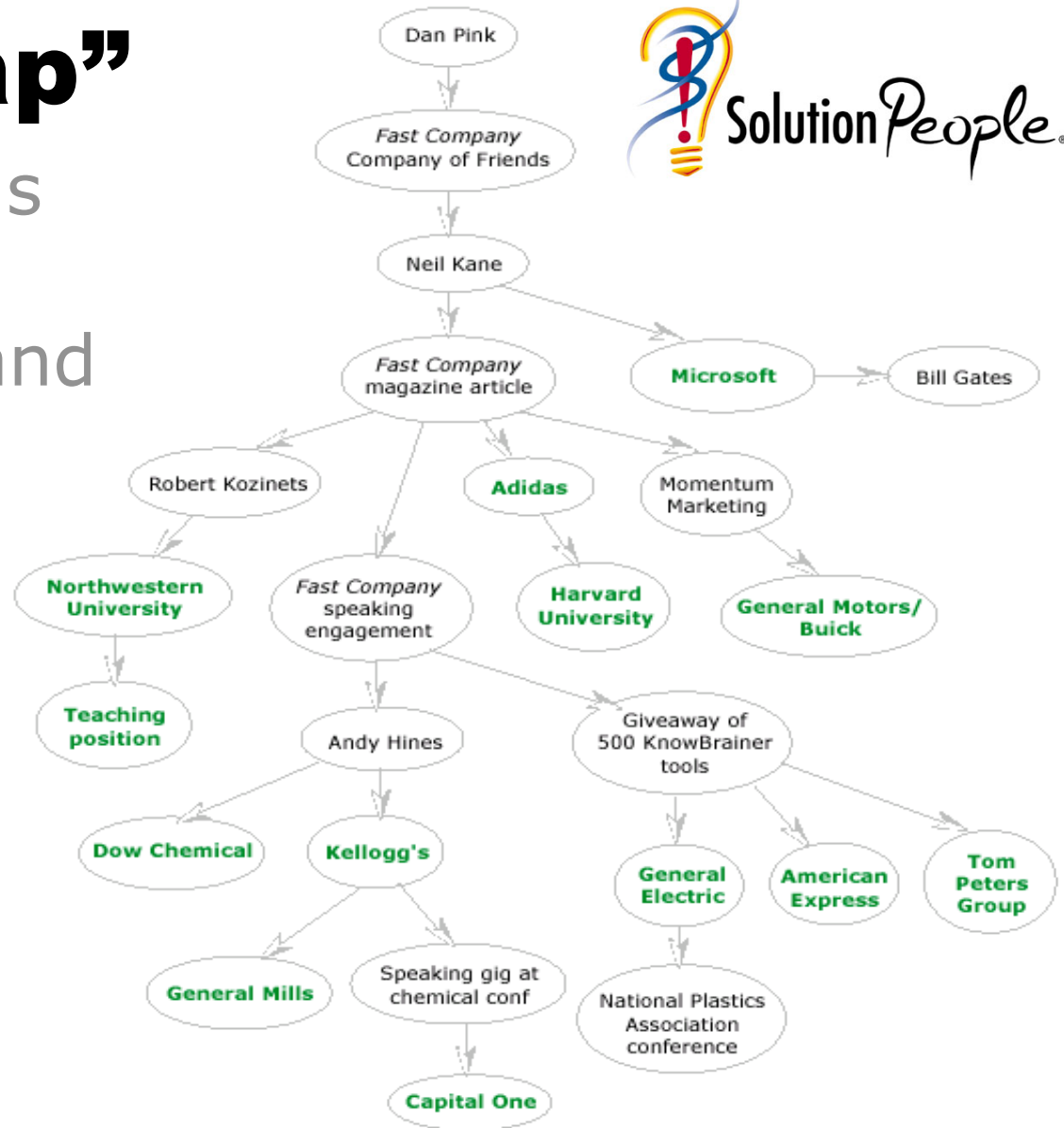
Source: *Harvard Business Review*, Dec. '03, “The One Number You Need to Grow”

# Word of mouth among airlines



# A “buzz map”

A few connections that have helped SolutionPeople land over 160 of the Fortune 500 as clients



# Characteristics of an evangelist:

- ❖ Spreads the word
- ❖ Recruits new customers
- ❖ Helps you improve products and services
- ❖ Defends you
- ❖ Supports you

# THE POWER OF "WORD OF MOUTH"

