Marketing Minds



How Can Word of Mouth Be Targeted?

AIMIA -June 2008

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Why Target?



Targeting Elements

- Conversation Pieces
- Audiences
- Motivations
- Message Types
- Starting Points

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Conversation Pieces

Conversation Pieces

Audiences

Motivations

Message Types

Starting Points

"iPhone 2.0 has full support for Microsoft Exchange 2007."

"Snow Leopard will have native support for Microsoft Exchange 2007."



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Audiences (who matters?)

Conversation Pieces

Audiences

- ***Influencers***
- ***Main targets***

Motivations

Message Types

Starting Points

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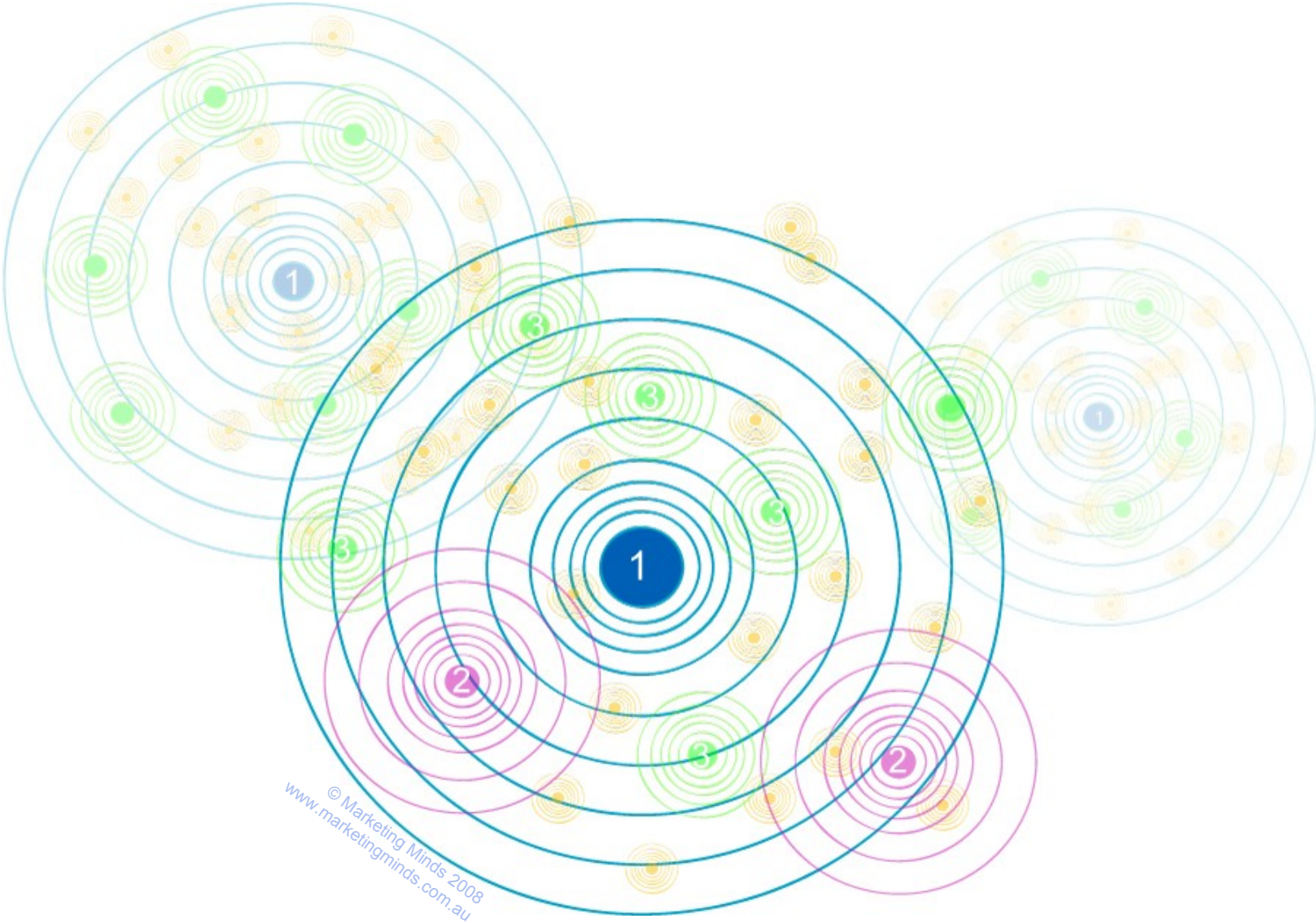
Some Voices Louder than Others



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Motivation to Share

Relevance and Appeal

Payloads
(Conversation Pieces)

Audiences

Motivations

Message Types

Starting Points

- ***Maintaining Friendship***



- ***Maintaining Status***

- ***Making a Living***



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Message

Payloads
(Conversation Pieces)

Audiences

Motivations

Message Types

Starting Points



- Awareness
- Understanding
- Credibility
- Excitement
- Preference
- Involvement
- Loyalty

Messages have Implicit Goals / Take-Aways

They should also have Anchors

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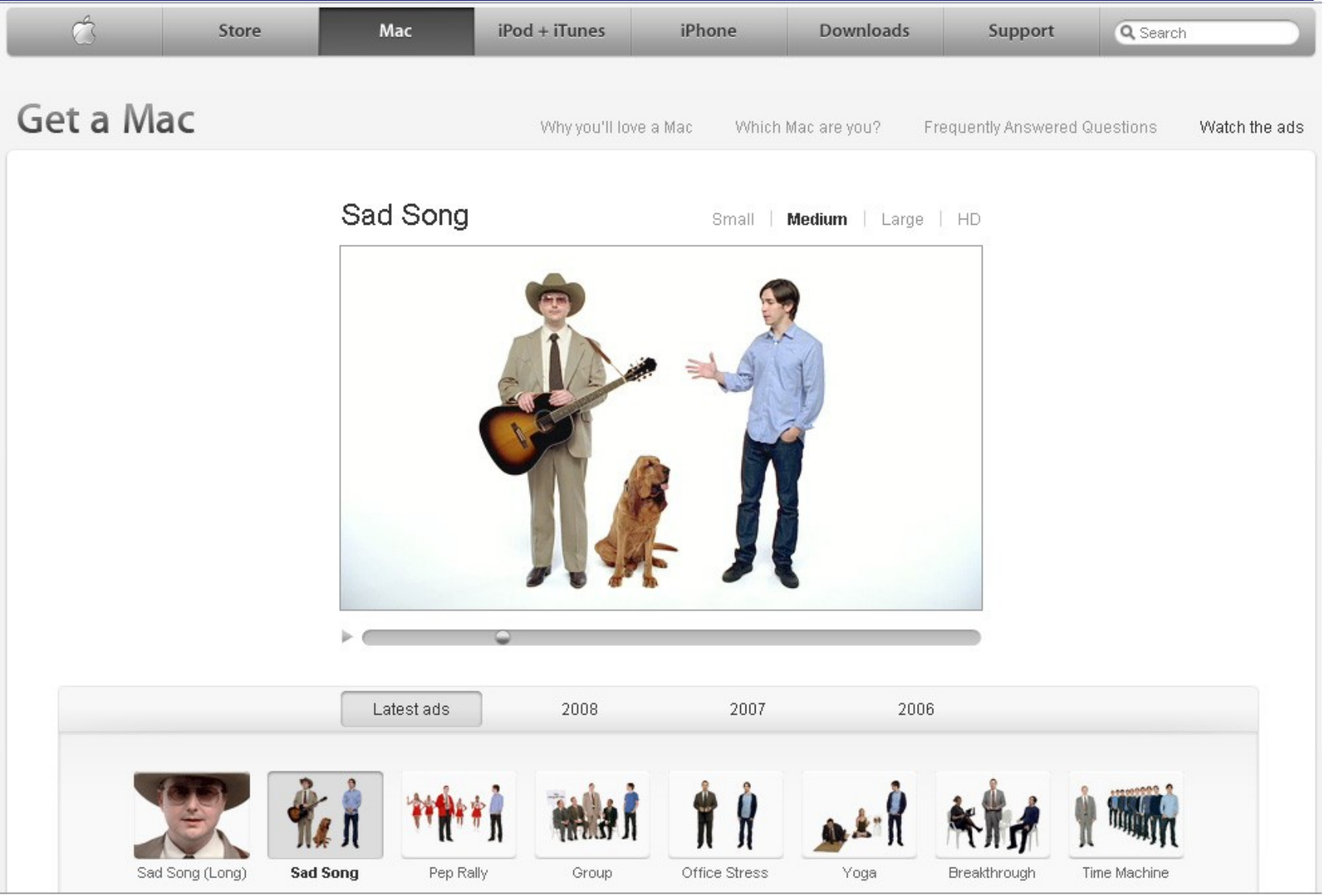
Message Anchor



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Starting Points (How to get the word out)

Payloads
(Conversation Pieces)

Audiences

Motivations

Message Types

Starting Points

MUCH more than "just" Social Media

- Social Networks
- YouTube
- Games
- Blogs
- Podcasts
- Websites
- Microsites
- Advertising
- Samples
- Trials
- Collaborations
- PR
- Articles
- Analysts
- Reviews
- Pamphlets
- Newsletters
- Interviews
- Speeches
- Radio
- Meetings
- Conferences
- Stunts
- Events
- Sponsorships

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PR & Ads for "Expert" Communities



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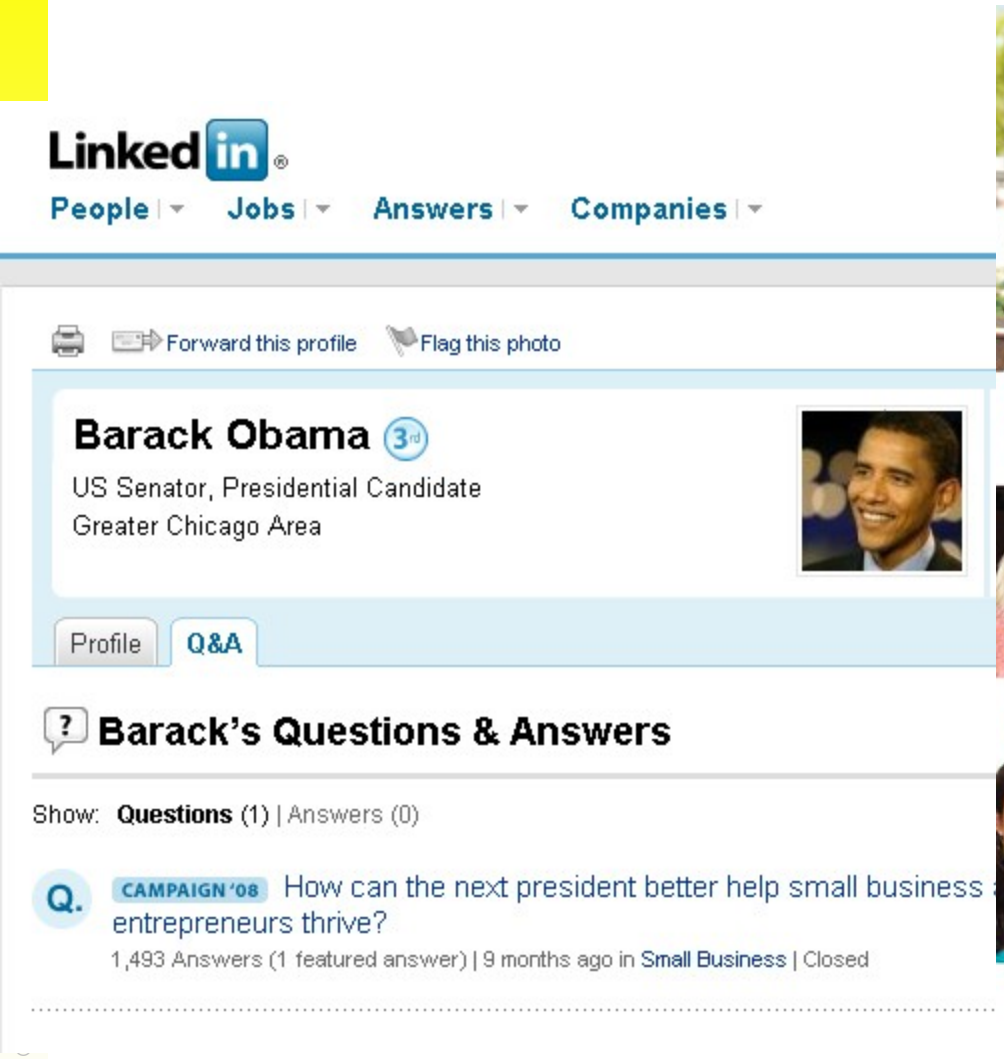
Matching Conversation Starters, Messages, Audiences, and Conversation Pieces





Fame makes it easier

Fame =

In the Popular Consciousness Of the Community

= The Goal of Word of Mouth



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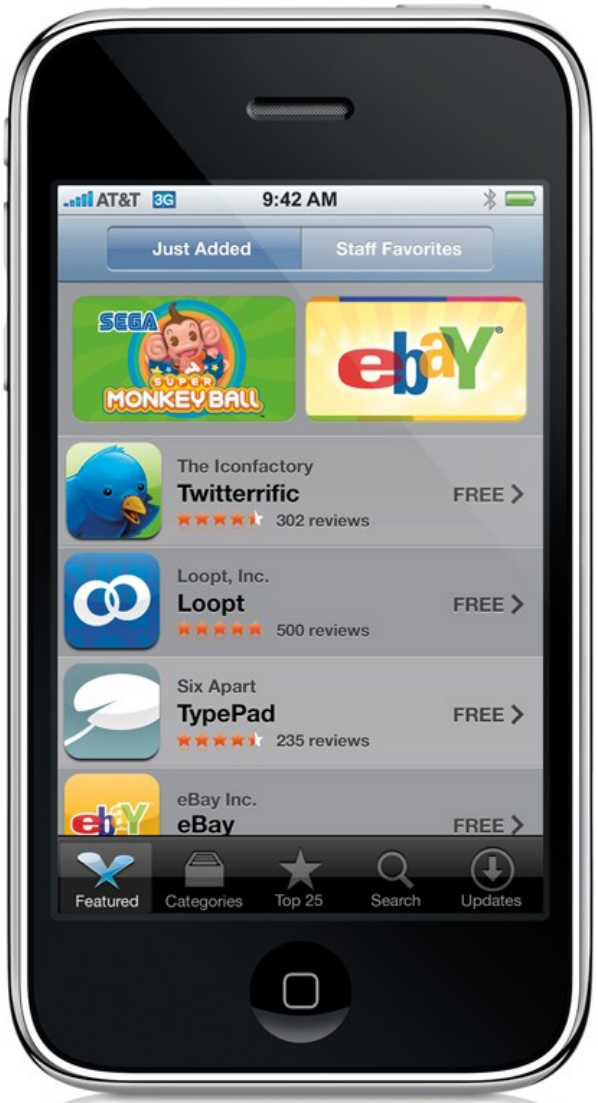
The Future

- Mobile Advertising's "Failure to Launch"
- Mobile inherently all about Word-of-Mouth
- Web-mediated WOM now viable on *some* phones



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Summary

- You Can't Avoid Targeting
- The Medium is The Message (Marshall McLuhan)
- Many ways to get Control

The Conversation Piece (something to talk about)	Motivation to Share (relevance & appeal)	The Audience (who will care)	The Message (implicit take-aways)	Starting Points (how to get the word out)
Social Currency - Play "the Expert" - Be "in the know" - Share the fun - Give a "gift"	Maintaining Friendship - Seeking or giving advice - Sharing a common interest - Having fun - Being helpful	Influencers	Awareness	Social Networks YouTube Games Blogs Podcasts Websites Microsites Advertising Samples Trials Collaborations PR Articles Analysts Reviews Pamphlets Newsletters Interviews Speeches Radio Meetings Conferences Stunts Events Sponsorships
News	Maintaining Status	Experts-only	Understanding	
Brand Experience	Making a Living	Existing Customers	Credibility	
		Community-specific	Excitement	
		Segment-specific	Preference	
			Involvement	
			Loyalty	

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Thank You

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