Effective Ways to Create Positive Word-of-Mouth

1. Be where your customers are. Bring something “free” for them to take away. If you’re mainly online, be on Twitter, Facebook, blogs, and sites like Ezine.com, where you can offer educational content, which directs people back to your site to see your “stuff.”

2. Have a Twitter party. Engage a group of tweeps (people who twitter), establish a host who is in charge of the event, and use a tool such as Tweetchat to keep the party focused. The goal is to have the tweeps talk about you (while using a hashtag to identify the twitter party and its topic) enough to become a trend on the Twitter trending list. Give incentive to tweet by awarding prizes.

3. Create a Facebook Fan Page that engages your fans. Add content daily, host contests, and invite fans to discuss their company or blog.

4. Support a charitable event. Be vocal about it, online and offline. Keep the focus on the event, not on you.

5. Be notable. Leave behind tangible when you can, but when you can’t, leave behind the memory of your personality. Offer to pass out other people’s business cards at your next networking event. When you show people it’s about them, not about you, they have the tendency to speak highly of you.

IKEA’s Facebook Showroom

IKEA decided to go directly to the people and use Facebook to promote its new store in Malmo, Sweden.

An account was created for the store manager at the Malmo store. Over a two-week period, showroom images were uploaded to his Facebook photo album. Customers were able to “tag” items in the pictures with their names. The first person to tag an object got to take it home for free.

The word spread through Facebook and users started embedding links and images in their own profiles and across news feeds. In turn, thousands and thousands of users willingly promoted IKEA and its new store to others, creating a big win for IKEA.

Facebook Marketing: IKEA’s Genius Use of Photo Tagging, Mashable, By Christina Warren, 11/24/09


FTC Announces New Rules for Social Marketing

You know social marketing is growing more dominant when the Federal Trade Commission decides to get involved.

“Effective December 1, The FTC expects companies to make reasonable efforts to educate the celebrities, bloggers, employees and others promoting their brand at their behest regarding disclosing their connection to the advertiser and not making false or misleading statements or claims. The guidance specifically singles out celebrity spokespeople, requiring them to disclose financial connections to brands when promoting them other than in ads and commercials, such as on talk shows or via social media, and making them personally liable for false claims made about a product”

Navigating FTC’s Guidance on Social Media Marketing, by Alan F. Frie, 11/30/09

For Full Article:
http://www.adweek.com/aw/content_display/community/columns/other-columns/e33bfe980ce98d79f2629077ea6b78a?pn=2