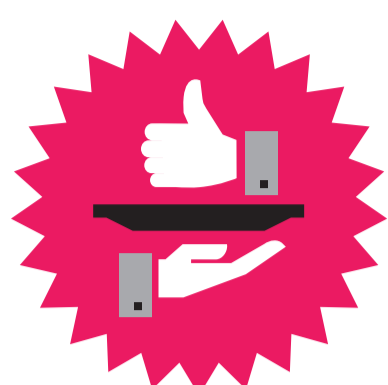


WHY YOU NEED A Word of Mouth Strategy

By 2020, a majority of purchase decisions “★★★★★” will be based on customer experience



19% of purchases are **caused** by word of mouth

90% of purchases are **influenced** by word of mouth

Customers are increasingly basing their purchase choice **not** on price, or even quality. **They're basing it on the experience.**

38%

38% of customers of The Cheesecake Factory have talked about the restaurant chain's GIANT menu in the past 60 days. This word of mouth wave is one of the reasons they spend almost nothing on advertising.



GOOD
IS A FOUR-LETTER WORD

TALK TRIGGERS NEED TO BE
GREAT

Same Is Lame: We discuss different & ignore average



Experiences that are too grand create suspicion

For more than 30 years Doubletree Hotels has given out cookies at check-in. Every customer. Every time.

34% of the hotel's customers have talked about the cookie in the last 60 days



Inconsistent customer treatment **breeds contempt**



One-time marketing stunts reward only some customers and are not a repeatable, word of mouth strategy

5 TYPES OF TALK TRIGGERS

A Talk Trigger turns your customers into volunteer marketers



Talk Trigger:
A strategic, operational choice that compels word of mouth.



- 1** } **Talkable Empathy**
Treat your customers with more warmth & humanity than they expect
- 2** } **Talkable Usefulness**
Deliver more utility than your customers expect
- 3** } **Talkable Generosity**
Deliver MORE than your customers expect
- 4** } **Talkable Speed**
Be more responsive than your customers expect
- 5** } **Talkable Attitude**
Be just a little bit DIFFERENT than your customers expect

Talk Triggers:
A complete guide to word of mouth strategy

ORDER NOW on Amazon



TalkTriggers.com

This research study was commissioned and led by Convince & Convert, LLC working alongside research firm Audience Audit. The survey was administered to 1,001 US respondents. The sample was weighted to the current census data for region, age, and gender. The survey was conducted online in summer, 2018 and has a confidence interval of +/-3.1. This infographic and its contents may be reproduced, with attribution. Link to TalkTriggers.com