

Word-of-Mouth Marketing

Laws of Word-of-Mouth Marketing

(as they apply to recruitment for Washington State University)

- People talk.
- People talk because they feel. [Washington State University alumni and friends have strong feelings about the University.]
- People talk about things that have meaning. [Like the University, their academic majors, their sororities or fraternities, their special interests, their campus, their community, etc.]
- People talk about things of mutual interest. [Washington State University and Cougar spirit are strong areas of mutual interest among alumni and friends of the University.]
- People talk about people and ideas that are credible. [Therefore, if we present them with credible messages about the University, they will talk about them!]
- Some people get listened to more than others. [We call these people opinion leaders.]
- Three kinds of social connections spread Word-of-Mouth Marketing: close friendships, casual acquaintances, aspirational relationships.
- Opinion leaders help you by helping themselves and others. [They do so by spreading information about Washington State University's accomplishments.]
- Opinion leaders include such people as "market mavens," "product enthusiasts," and "influentials." [Washington State University's "market mavens" are institutional leaders, community leaders, and business leaders. Its "product enthusiasts" are current students and alumni. Its "influentials" are high school teachers and counselors—and parents of course.]
- Negative word of mouth travels faster than positive word of mouth.
- Between 20 and 40 percent of the population are opinion leaders. [Inspire them to talk about World Class, Face to Face.]

SOURCE: Cafferky, Michael E. (1997). Professional Presence Network.