



Word of Mouth Marketing: How Smart Companies Get People Talking by Andy Sernovitz

www.wordofmouthbook.com

The Word of Mouth Marketing Manifesto by Andy Sernovitz

Adapted from Word of Mouth Marketing: How Smart Companies Get People Talking, by Andy Sernovitz.

1. Happy customers are your best advertising. Make people happy.
2. Marketing is easy: Earn the respect and recommendation of your customers. They will do your marketing for you, for free.
3. Ethics and good service come first.
4. UR the UE: You are the user experience (not what your ads say you are).
5. Negative word of mouth is an opportunity. Listen and learn.
6. People are already talking. Your only option is to join the conversation.
7. Be interesting or be invisible.
8. If it's not worth talking about, it's not worth doing.
9. Make the story of your company a good one.
10. It is more fun to work at a company that people want to talk about.
11. Use the power of word of mouth to make business treat people better.
12. Honest marketing makes more money.

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