

1. Record Nr.	UNINA9910452980803321
Titolo	The passion conversation [[electronic resource]] : understanding, sparking, and sustaining word of mouth marketing / / Robbin Phillips ... [et al.]
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	1-118-76794-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	PhillipsRobbin
Disciplina	658.8/72
Soggetti	Word-of-mouth advertising Business referrals Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing; Copyright; Content; Preface: A Note from the Authors; Introduction: The Passion Conversation is a Love Story; Chapter 1: Understanding Word of Mouth Marketing; Every Marketing Problem is a People Problem; Ditch Your Title; Forget Marketing Problems; Every Marketing Solution Must Focus on People; If You Don't Love People, Get Out of Marketing-Period; Let's Revisit the Future of Word of Mouth Marketing; It's About the Passion Conversation; Marketers Do Not Decide What Gets Talked About-People Do Conversation Leads to ConsiderationPeople Believe People They Know and Trust; Sometimes You Want to Be Invisible and Indescribable; Provide More; Promote Less; Meet Ursa Major; Kitchen Table Passion; Chapter 2: Sparking Word of Mouth Marketing; Let's Un-Geek a Little Smart Research Together; The Word of Mouth Opportunity; What Motivations Spark Conversations?; There are Three Motivations That Spark Conversations About Brands and Organizations; Share Information Factual & Functional; Here's How Passion Fits In; Signal Uniqueness Distinctive & Interesting; Here's How Passion Fits In Show Emotions Love & Hate and Shock & Awe"Like" is Not a Brains on Fire Word; Here's How Passion Fits In; Keep Emotion Top of Mind;

Create Meaningful Conversation Tools; Stories are Easier to Remember and Share; Another Way to Create Emotion and Spark Word of Mouth? Disrupt Someone's Schema; Passion Tips Conversation to Advocacy; Now, Here's Where All This Academic Learning Gets Really Interesting; Offline Motivation; Online Motivation; This Leads Us to Ask the Question: Can the Conversation Channel Itself-Whether Online or Offline-Shape What People Talk About? Another Important Point About Online Conversations: They are Intermittent and Sporadic Offline Conversations, However, are Flowing and Continuous; When Does Conversation Become Advocacy?; People Talk About Things They are Passionate About; How to Make the Most of the Love Stories You are About to Hear; Be Open to Finding Your Cause; Chapter 3: Heroes: A Love Story; Addiction is an Equal-Opportunity Employer; Today's World is a Connected World; The Heroes in Recovery Community Begins Internally; The Journey Box; Lead the Way; Anonymity is Not Secrecy; There's Power in Just Being There Connections are a Powerful Force How Do You Measure Success?; Uncovering the Passions Within Your Team; Ask the Following Questions to Help Spark a Meaningful Discussion; Dear _____, You are My Hero; Ask the Following Questions to Help Spark a Meaningful Discussion; What's Our Cause?; Ask the Following Questions to Help Spark a Meaningful Discussion; Chapter 4: The Fitness Rebellion: A Love Story; It Was Time to Change the Fitness Conversation; It's About People, Stupid; Togetherness is The Key; Meet Anya's Little Whiteboard; Working With People is Messy; Mirror, Mirror on the Wall Ask the Following Questions to Help Spark a Meaningful Discussion

Sommario/riassunto

No passion, no conversation. No conversation, no word of mouth. No word of mouth, no successful business. If you think you are in the marketing business, think again. You're in the people business, and The Passion Conversation teaches you how to get people to fall passionately and madly in love with your organization or cause. The author's mash-up of the latest in wonky academic research with practical, real-world stories shows how any business can spark and sustain word of mouth marketing. Readers learn how loving your customers results in not just building a thri
