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Nota di contenuto	Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories, and Draw Customers; Contents; Preface; Why the Internet Matters More Now; Why I Wrote This Book; How This Book Will Help You; What You Will Find in This Book; Acknowledgments; Part I: UNDERSTANDING ONLINE WORD OF MOUTH; Chapter 1: The Need for Word of Mouth Information; Trust in Media; The Rise of Social Media; Online Word of Mouth; Chapter 2: The Web Advantage; The Power Line; The Dell Turnaround; Thoughts on AOL; Hoboken Online Transportation Security Administration (TSA) Hears the Laughing SquidThe Frozen Pea Fund; Helping Earthquake Victims; Tsunami Wikis; Part II: FINDING NETWORKING AGENTS; Chapter 3: How to Find Networking Agents; Assessing Online Influence; Chapter 4: Tapping into the Power of Networking Agents; Screening for Networking Agents; Building Conversation Forums; Joining Conversation Forums; Chapter 5: Earning Networking Agents' Trust; Accepting Reviews and Suggestions; Being Responsive; Providing Conversation Materials; Addressing Problems Head On; Being Available

Part III: COMMUNICATING WITH NETWORKING AGENTSChapter 6: Crafting Messages for Networking Agents; Telling a Newsworthy Story; Creating an Engaging Process; Offering Value; Chapter 7: Reading the Message Environment; Tapping into the Public Sentiment; Revealing the Unknown; Challenging Status Quo; Infiltrating Networks; Following the Audience; Making It Easy to Pass Along and Share; Chapter 8: Keeping in Touch with Networking Agents; Need for Relationship Platforms; Sampling through Word of Mouth Panels; Product Development through Online Communities  
Fueling Word of Mouth on Popular Social NetworksCreating Multiple Touch Points; Networking on the Go; Guidelines for Long-Term Engagement; Chapter 9: Delivering on Promises to Networking Agents; Turning Negative Buzz into Positive Buzz; Online Reviews Propel Sales; Probe, Fix, and Communicate; Part IV: CREATING ONLINE WORD OF MOUTH CAMPAIGNS; Chapter 10: Helping Networking Agents Spread Your Messages; Building Online Communities; What Does Engagement Yield?; How to Maintain Online Communities; What Should the Incentive Be?; How to Quantify Success  
Chapter 11: Building a Social Media CampaignSet Up Shop and Create a Base in Social Media; Understand What Matters to People and Acknowledge Current Events; Update Your Content Regularly; Stick to Your Topic of Expertise; Inform Networks and Lead Them to Action; Chapter 12: Measuring Reach and Impact of Online Word of Mouth; Designing a Measurement Plan; Methods; Measures; Metrics; Epilogue: THE FUTURE; Appendix: AN ASSESSMENT WORKSHEET; Stating Your Mission; Conducting Your Research; Preparing Your Message; Delivering Your Message; Managing Online Relations; Measuring Impact; Index

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## Sommario/riassunto

Learn to capitalize on online word of mouth, leverage its power, and measure results of your initiatives Savvy, strategic, and right on time, Implementing Word of Mouth Marketing is the essential guide for any company or organization needing to understand the dynamics of online word of mouth. This powerful book will coach you to identify your own set of online influencers, craft the stories that will resonate with your consumers, and spread messages through cybercitizens who are social media experts. Guides you to identify and engage your online influencers to manage yo

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