9 Big Reasons for Serious WOMM

Word-of-Mouth (WOM) is storytelling.
Real customers telling real stories about their real consumer experiences.
Word-of-Mouth Marketing (WOMM) harnesses the power of WOM to improve brand perception, reputation, and customer loyalty.
Here's why you should care:

1 WOM influences **50%** of purchase decisions.

2 WOM scales like nothing else.

> **1,000+ customers** can generate up to **1/2 million conversations** about your brand

3 Customers trust their own stories—not your brand's.

just **10%** of consumers say they trust brands today -**down from 17%** last year

92% trust recommendations from friends and family more than any other form of advertising

4 Lack of consumer trust is bad news for brands.

56% will openly criticize companies they don't trust

30% will share negative opinions online

53% of consumers say they won't buy from a company they don't trust

5 Real customers telling real stories is good news for brands.

89% of consumers say customer testimonials are the most effective content

81% of consumers are influenced by friends' social media posts

70% of consumers view online customer reviews first when considering a brand

6 Most of what customers share is good.

66% of brand mentions are positive.

7 Superfans (highly trusted, credible and influential brand and product experts) have huge influence.

Superfans account for **10%** of WOMM

Superfans generate **3-5x** more WOM messages

Superfans generate messages with **4x** greater impact on purchase decisions

8 Social media makes WOMM hugely effective.

25% of search results for the world's top 20 largest brands are links to user-generated content.

9 Social platforms deliver serious WOMM results.

The Canon Forum accumulated over **5,100 registered users** and **2.8MM page views** in its first 6 months.

BSkyB Community **thread views** are in excess of **1.5 million per week.**

75% of all new **subscriptions** for community-driven UK-based CSP giffgaff are **driven by WOMM.**

The American Diabetes Association **boosted organic web traffic by 8x** with trusted user-generated community content.

Lithium