

## BOOK REVIEW

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**Title:** Connected Marketing, the viral, buzz and Word of mouth revolution.

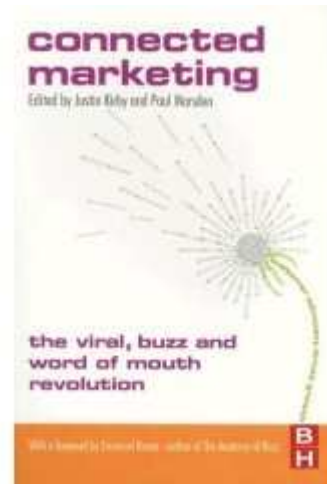
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**Author:** Justin Kirby and Paul Mardsen (Editors)

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### KEYWORDS...

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Buzz marketing, street marketing, word of mouth, viral marketing, connected marketing, live buzz marketing, early adopter, influencer, opinion leader

### MAIN IDEAS...

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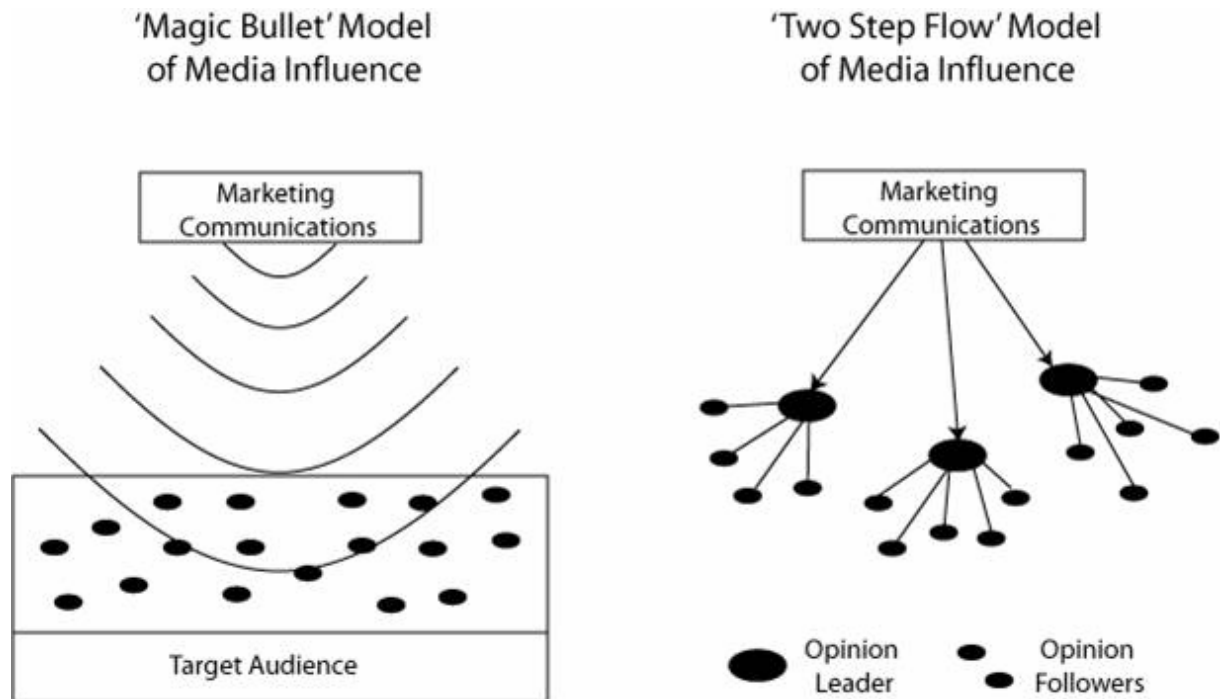
The book is divided in 16 chapters covering different aspects of the “Connected Marketing”. The ten first are forming the part “Practice”, where the six last are for the part “Principles”. Each chapter is written by one or several different contributors and is developing a specific aspect of the general topic, that’s why it is quite difficult to give the main ideas of the book.

A big part of this book is used to present the differences the different types of marketing :

- **Viral Marketing** : the promotion of a company or its products and services through a persuasive message designed to spread, typically online, from person to person. Creating branded internet materials or websites that consumers enjoy sharing with their friends, usually by email.
- **Word of Mouth Marketing** : the promotion of a company or its products and services through an initiative conceived and designed to get people talking positively about that company, product or service. Umbrella term for marketing practises which aim to make consumers talk about a brand
- **Buzz Marketing** : the promotion of a company or its products and services through initiatives conceived and designed to get people and the media talking positively about that company, product or service. Using a special “hook” event, or promotion to get consumers enjoy sharing with their friends, usually by email.
- **Connected Marketing** : Umbrella term for viral, buzz and word of mouth marketing. Any promotional activity that uses word of mouth connections between people whether digital or traditional, as communications media to stimulate demand.

That four ones are the mains ones, as other types exist : street marketing, live buzz marketing, guerrilla marketing, influencer marketing, evangelist marketing....

The second big idea is that there is a strong difference in how is considered the media influence. The following figure shows two models :



- The first one, the “Magic Bullet” Model is the “Myth”.
- The second one is the “Two step flow” Model and corresponds to the reality.

The research found, contrary to what was expected, that the mass-media messages do not directly influence the mass market. In fact, they influence a small minority of individuals (the so called “influencers” or “opinion leaders”), who then influence their peers through word of mouth. This is one of the reasons why word of mouth is so important and already strongly present in our society.

## SUMMARY...

Edited by marketing consultants Justin Kirby (Digital Media Communications) and Dr. Paul Marsden (Spheeris/London School of Economics), and with a foreword by Emanuel Rosen (author of the bestselling Anatomy of Buzz), Connected Marketing is a collaborative work written by 17 opinion-leading consultants and practitioners working at the cutting edge of viral, buzz and word of mouth marketing.

Connected Marketing shows how businesses can harness connectivity between clients, customers and consumers as powerful marketing media for driving demand.

- Focuses on the consumer to consumer approach to marketing: word of mouth
- Advises on ways to create an epidemic demand for a new product or service
- Shows how to identify and form relationships with socially infectious individuals in order to convey the marketing message

Details of the chapters :

### 1. Seed to spread: how seeding trials ignite epidemics

This part explains how seeding trials with opinion leaders is an effective launch optimization strategy. In fact, seeding trials work by transforming opinion leaders into loyal adopters and vocal word of mouth advocates, thanks to a powerful psychological phenomenon called Hawthorne Effect.

### 2. Live buzz marketing

There are two types of live buzz marketing. Live peer to peer marketing is when ordinary citizens become brand ambassadors and spread word of mouth about a particular product, brand or service. On the other side, live performer-to-peer marketing uses trained, qualified, costumed, scripted and rehearsed performers who take on the roll of brand ambassadors. Live buzz marketing can be very strong as messages delivered by it are very difficult to ignore. It can also generate large amounts of press coverage and PR. Furthermore, if the live buzz marketing message is loud, clear, appealing and unique, its echo can continue for years.

### 3. Creating brand advocates

The main conclusion of this chapter is that helping brand advocates to evangelize about the brand is a marketing priority, because brand advocacy drives brand growth. One of the best example to increase brand advocacy is to give personal branded contact cards.

### 4. Brewing Buzz

This chapter presents the example of a “start-up beer company” that had base its entire communication on an unconventional approach, almost the opposite to what is recommended by marketing experts. The customer was put in the middle. The conclusions from this example are numerous : empowered customers can sell the product and shape the business. It is very important to focus first on the influencers. Last but not least, “business” can entertain. This means, that the success of the company came also because people loved to know about the company and its actions.

### 5. Buzzworthy PR

In this part is explained how medias can be used to get the attention of the public, without paying for it, just by creating “special” campaigns. In fact, the media has the power to turn something small into a giant. PR combined with buzz, viral, or word of mouth marketing activities will help engineer public consent to connect with and talk about the story. This chapter is also the opportunity to learn practical advices for a buzz or viral campaign : the brand messages should be implicit, not explicit; controversy, sex, humour, reality, celebrity, surprise, humanity and unbelievability can help shape buzzworthy ideas.

### 6. Viral Marketing

One chapter dedicated to viral marketing is not much, as plenty of books could cover the topic. The author explains that people no longer use the internet only for practical purposes such as research and shopping. New technologies and the increase of the bandwidth have made that people want more and more to be entertained on the web. Besides of that, people have learned to tune out a lot of marketing communications. These two points have participated to a big part of the explosion of viral marketing. This type of marketing focuses on personal experience of the brand and taps into the power of consumers and their connections to other consumers. It can both improve brand advocacy and increase brand awareness, but also help generate sales. Contrary to what wrong ideas let think : it is possible to track such campaigns and viral marketing is also needed by innovative products.

### 7. Online opinion leaders: a predictive guide for viral

This chapter used the example of SAP that has studied its own online influencers, the “e-fluentials”. Online opinion leaders are influential gate-keepers and diffusers of information on the internet. They should be a high priority target group in viral marketing campaigns. Opinion leaders or here the so-called “e-fluentials” make up 10% of the population. Companies should focus CRM initiatives on developing partnerships with online influencers, soliciting feedback from them on product/service developments and informing them about new initiatives.

### 8. Buzz monitoring

Thanks to the new technologies, it is quite easy to monitor the buzz, but it is still too rarely used by companies. This so called “business intelligence” analysis is less about gathering data and more about drilling down into and interpreting data. Business need to find out where their customers live online and listen and talk to them in these places, in real time, as much as possible.

### 9. Changing the game

This chapter develops the possibilities given by “advergaming”. In fact games have an inherent connectivity that makes them powerful and beneficial as a marketing medium. That’s why games can create buzz and help generate low-cost awareness, but more importantly can provide business benefits, such as sale leads, an increased intent to purchase. Wrong idea : it is not just teenage boys that play games !

### 10. Blog marketing

Blog marketing uses blogs to promote a brand, company, product, service, event or some other initiative. There are three main main blog marketing solutions : seeking blogvertorials on third-party blogs, setting up proprietary “brand blogs” or commissioning “faux blogs”. Blog marketing can be effective in achieving a number of marketing objectives: generating interest, driving action and sales, creating goodwill, establishing expertise, and stimulating dialogue with customers or employees. The conclusion of this chapter can be resumed by saying : by replacing interruptive marketing messages with engagement and control with collaboration, blog marketing is likely to have an increasingly important role to play in the future of marketing.

### 11. Word of mouth : what we really know, and what we do not

This chapter is written in order to give an exact definition of the concept of “Word of Mouth”. Word of mouth is oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, a service or a product. The author explains that marketers should be aware that word of mouth occurs naturally and should monitor it closely.

### 12. Black buzz and red ink: the financial impact of negative consumer comments on US Airlines

This chapter explains that negative word of mouth has more consequences than positive one. Thanks to the example of airline companies, the author explains how the financial impact of negative and positive comments can be quantified. He explains that in order to manage word of mouth, marketers first need to track and measure it but also that they understand the dynamics of negative and positive word of mouth for a given market. Finally, word of mouth can be viewed as a media channel that has a measurable frequency, reach and impact on purchase intent similar to traditional media channels.

### 13. Myths and promises of buzz marketing

This chapter tries to fight against six common myths about connected marketing :

- Buzz, viral street and stealth marketing are all the same
- Only great products benefit from word of mouth marketing
- Great Products don't need word of mouth marketing
- Word of mouth marketing is cheap
- Word of mouth marketing is risky
- Word of mouth marketing can't be measured.

All are false and the author explains why.

### 14. Buzz marketing: the next chapter

This chapter tries to summarize what the buzz marketing is but also gives some predictions about the future of it. Blogging and branded entertainment are presented as the two most effective ways to create online buzz; principally because internet enables buzz marketers to reach markets fast and directly, before information hits mainstream mass media.

In the future, buzz marketing will shift its focus toward customer retention versus acquisition. The perennial buzz marketing strategy, creating demand by limiting supply with limited editions will continue to be powerful.

### 15. How to manage connected marketing

The author places the different areas of connected marketing into an integrated framework. His first advice is to get to know the word of mouth that's already going about the brand, before doing anything else! Afterwards, a key point is to know the market influencers and to put structure in place in order to create useful and trusting relationships with them. And he ends with the point not to forget : to measure the results of campaigns as precisely as possible.

### 16. Conclusion : the future of connected marketing

The author reiterates the essence of what connect marketing is. He then offers ten predictions about the future of connected marketing.

## COMMENTS...

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### **About the authors:**

Justin Kirby is MD of Digital Media Communications Ltd (DMC) based in London and Sydney. He started his career in the mid-80s working on ground-breaking multimedia installation projects, including the famous Herbie Hancock video robotics models. In 1994 Justin founded DMC, the experts in planning, seeding and tracking online viral and buzz marketing campaigns for major brands, including Diesel, EA Sports, Eidos, Levi's, Mates, Mazda, MTV, Sony Ericsson, Ubi Soft, Virgin and Xbox.

Dr Paul Marsden is a consultant social psychologist for the London School of Economics, specialising in the dynamics of fashions and fads. With a PhD in social contagion and a background in marketing, his expertise is in generating and managing positive word of mouth for new products.

### **About the contributors:**

Contributing authors to Connected Marketing are Stéphane Allard (Spheeris), Schuyler Brown (Buzz@Euro RSCG), Idil Cakim (Burson-Marsteller), Andrew Corcoran (Lincoln Business School), Steve Curran, (Pod Digital), Brad Ferguson (Informative), Justin Foxton (CommentUK), Graham Goodkind (Frank PR), Justin Kirby (Digital Media Communications), Paul Marsden (Spheeris), Liam Mulhall (Brewtopia), Greg Nyilas

(University of Georgia), Martin Oetting (ESCP-EAP European School of Management), Bernd Röthlingshöfer (Independent), Sven Rusticus (Icemedial), Pete Snyder (New Media Strategies) and Thomas Zorbach (vm-people).

This book is one of the best books I have ever read. It presents not only very useful case studies but it also gives lots of definitions, methods or tools to start with a good approach of the “connected marketing mix”.

Nowadays, the words “buzz” or “viral” are used ten times a day by marketers but most of them don’t really know what they are talking about (this opinion is not only from me but also from all participants to this book). Thanks to this book, I have now a more precised idea where are the differences between “buzz marketing” and “viral marketing”, I know what is the Hawthorne Effect, I have plenty of examples that could help me to justify “connected marketing” actions in the future.

This book is so good that it will stay beside me a long time, even if I’ll try to make word of mouth around me so that people will read it !

### A FEW EXAMPLES...

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One of the first task when people want to used connected marketing is to determine who are the opinion leaders. The book gives some parameters that can help to find them. For example, online influencers are the ones who do lot of the following activities:

- participate in chatrooms
- post to bulletin boards
- post to newsgroups
- post to listservs
- send emails to companies
- send emails to politicians
- make friends online
- make business contacts online
- provide feedback to websites
- forward news and website information to others

### GOING FURTHER...

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The Anatomy of Buzz: How to Create Word of Mouth Marketing by Emanuel Rosen  
The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell  
Purple Cow: Transform Your Business by Being Remarkable by Seth Godin  
Permission Marketing by Seth Godin  
The Wisdom of Crowds by James Surowiecki

[www.connectedmarketing.org/](http://www.connectedmarketing.org/)

[www.connectemarketing.de](http://www.connectemarketing.de) (in German)

[www.visionarymarketing.com](http://www.visionarymarketing.com)

and a lot of different blogs... just type some keywords in [www.technorati.com](http://www.technorati.com) to find great articles.