

Power of Word of Mouth Advertising

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Every marketer spends millions of money when it comes to marketing and advertising their product. From conventional marketing techniques like television, radio, newspapers to latest trends like direct mail, internet selling website, companies make sure to get into all fields of advertising to make their visibility in the market which could eventually lead to sales but when it comes to branding and sales, nothing can beat word of mouth advertising.

Word of mouth advertising is the new buzz around and its power is unbeatable. This is an unpaid form of promotion which is done directly by the consumers. A happy and satisfied consumer steer dozens of new consumers by talking good about the company and the product. Word of mouth marketing is the more authentic and credible form of advertising as a consumer expresses its experience and spread positivity about the brand which results in conversion of non-users to users. Word of mouth advertising is a cost free promotional strategy and it takes place when a product or services exceeds the customer expectation graph. While making a purchase every customer does hold some aspirations about the experience they will face and if their experience exceeds their expectations, it results in word of mouth advertising. It is most credential form of advertising because it is done directly by the users of the product. It is often rated as unbiased and true form of information. Word of mouth advertising is not something which a company can purchase, it is an investment and hard work a company needs to put in so as to have loyal customers in its kitty that can spread positive words about company and its product. Word of mouth marketing is often a result of dedicated post sales services, incredible quality and a complete utility satisfaction to consumers.

Ways to create word of mouth advertising:

1. Quality is the most important parameter of a product and it shouldn't be compromised at any cost. A quality product talks on its own and that's a key to word of mouth advertising. If a product solves the purpose and lives up to its branding, it results in satisfying customer base which will lead to word of mouth advertising.
2. Post sales services are key deciding factors in a repeat sale process. If a customer is satisfied with the product and its services then he would like to get associate with the company and brand and will always spread positivity about the product which will lead to more and more people associating with the brand.
3. Word of mouth advertising is not done only by customers; it is all done by employees. If a company offers a positive atmosphere to its employees and makes sure that its employees are well trained and they know every minute detail about the product they offering for sale, this results in more and more sales conversions and positive word of mouth advertising in the market.
4. Every customer looks for a grievance redresser policy by the company and if the company make sure to deal with its customers complain rather than ignoring them then it results in positive image building branding strategy by the company which in turn results in word of mouth branding by the consumers.
5. Delivering the promise is what a customer looks for in a brand. A company should never promise things which they

cannot provide to consumers. Word of mouth advertising only takes place when a consumer's satisfaction level exceeds their expectation level and that is only possible if companies succeed in fulfilling their promise in terms of product and its utility.

6. Involvement is the simple and effective way to spread word of mouth advertising. By involving customers about the product and information related to it results in creating a connectivity with the customers which results in word of mouth advertising.

Today before making a purchase, a customer relies on word of mouth advertising done by their friends and family. Many consumers make their purchase decision after gathering enough knowledge about the product via internal portals which talk about the brands in length. So in order to create a positive word of mouth advertising a company needs to ensure a satisfying customer base time and over again. Nothing today works like word of mouth advertising. It is often said that a single satisfied customer gets at least 4 new customers to the company so to enjoy the fruits of this unconventional and incredible form of advertising companies are required to constantly live up to the expectations of their customers by giving them a truly incredible purchase experience.

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