

Mobilize Your Customers: Create Powerful Word Of Mouth Advertising Using Social

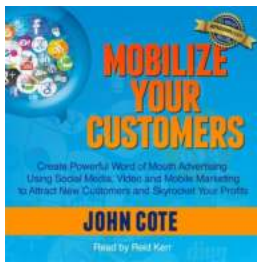
Word-of-mouth advertising has always been one of the most effective ways to generate buzz and attract new customers. In today's digital age, where social media dominates our daily lives, harnessing the power of social platforms is crucial for businesses to succeed in the competitive market. By mobilizing your customers, you can tap into the expansive reach and influence of social networks to create a powerful word-of-mouth advertising campaign. In this article, we will explore various strategies and techniques that will help you effectively mobilize your customers for maximum impact.

The Power of Social Media

Social media has revolutionized the way we connect, communicate, and share information. Platforms like Facebook, Instagram, Twitter, and LinkedIn have billions of active users worldwide, offering unparalleled opportunities for businesses to connect with their target audience. With the power of social media, you can engage and mobilize your customers to become brand advocates and spread the word about your products or services.

Creating Shareable Content

The first step to mobilizing your customers is to create shareable content. Whether it is an engaging blog post, a captivating video, or an interactive infographic, your content should be something that people want to share with their friends and followers. By providing valuable and entertaining content, you can encourage your customers to share it on their social media profiles, increasing your brand exposure and reach.



Mobilize Your Customers - Create Powerful Word of Mouth Advertising Using Social Media, Video and Mobile Marketing to Attract New Customers and Skyrocket Your Profits by John Cote (Kindle Edition)

★★★★☆ 4.7 out of 5

Language	: English
File size	: 264 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
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Remember to optimize your content for social sharing by including relevant keywords in the alt attribute of your images. This ensures that visually impaired users can understand the context of the image, and search engines can index your content appropriately.

Building a Community

In addition to creating shareable content, building a community around your brand is essential for mobilizing your customers. Social media platforms offer various tools and features that allow you to engage with your audience and foster a sense of community. Encourage discussions, respond to comments and messages, and create a positive and supportive atmosphere for your customers to connect with each other.

Incentivizing Your Customers

To further motivate your customers to advocate for your brand, consider offering incentives. This can include exclusive discounts, loyalty rewards, or access to VIP events. By providing these incentives, you not only encourage your customers to spread the word about your business but also enhance their loyalty and satisfaction.

Encouraging User-Generated Content

User-generated content is a powerful form of word-of-mouth advertising. Encourage your customers to create and share content related to your brand. This can be in the form of reviews, testimonials, or social media posts. By showcasing user-generated content on your website and social media profiles, you not only leverage the power of social proof but also encourage others to join in and create their own content.

Hosting Contests and Giveaways

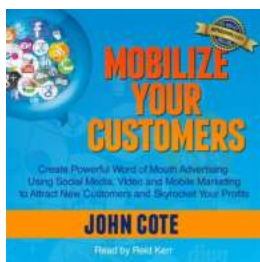
Contests and giveaways are an effective way to generate excitement and engage your audience. By hosting these events on social media platforms, you can encourage your customers to participate, share the contest with their followers, and create buzz around your brand. Offering attractive prizes and creating a sense of urgency will increase the chances of your contest going viral, resulting in more word-of-mouth exposure for your business.

Measuring and Analyzing Results

To ensure the success of your word-of-mouth advertising campaign, it is important to measure and analyze the results. Use social media analytics tools to track the performance of your content, identify trends, and understand the impact of your efforts. By continuously monitoring and optimizing your strategies, you

can refine your approach and maximize the effectiveness of your word-of-mouth advertising campaign.

In , mobilizing your customers through social media is a powerful way to generate word-of-mouth advertising for your business. By creating shareable content, building a community, incentivizing your customers, encouraging user-generated content, hosting contests, and measuring results, you can harness the immense potential of social platforms to drive brand awareness and attract new customers. Embrace the power of social media and start mobilizing your customers today!



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Ask anyone, "What is the best form of advertising?" Word of mouth is almost always the answer.

People know, like and trust the opinions of their friends and family. Wouldn't it be great if your customers were telling all of their friends and family how great you are? Your reputation online will determine how you appear on social media sites and in the search engine results and that will have a lasting effect on your income.

In this book, John Cote reveals the techniques he uses to help his clients find more customers, follow up with them and generate more revenue in their business. Inspired by the many conversations he has with business owners and the questions they ask, he will help you discover how to effectively use social media, video and mobile marketing.

Several real case studies and examples help to illustrate the effectiveness of these tactics. Business owners, entrepreneurs, authors and speakers can all benefit from using them. No matter what you are selling from cars to pizza or plastic surgery to houses and everything in between, cross channel marketing is a must.

It's also important to understand the incredibly fast moving trend that is happening globally with mobile devices. Did you know:

- Mobile traffic has 6 time higher purchase intent than online advertising
- In 2014 mobile internet traffic will exceed desktop traffic online
- 60% of mobile phones will be Smartphones at the end of 2012
- Consumers spend 23% more time with mobile apps then they do on mobile websites
- 78% of consumers trust peer recommendations

- 80% of consumers will decide NOT to buy based on negative reviews
- One negative review can reduce your revenue by 5%-9%

These statistics should help drive home the inevitable truth: You must be mobile optimized since smartphone and tablet usage are exploding. Your customers want to have two-way conversations with you on Facebook, YouTube, Twitter, Pinterest and your blog among others. They are talking about you online whether you like it or not. Learn how to be part of the conversation or your competitors will!

Still not sure you need to read this book? These chapter titles were created from entrepreneur's questions and the answers will provide you with effective tactics to implement immediately.

Chapter 1 “Why Should I Care?”

Chapter 2 “What is Social Media Marketing?”

Chapter 3 “I Have Some Likes On Facebook, Where Are My Sales?”

Chapter 4 “Why Should We Use Video and YouTube to Promote Our Business?”

Chapter 5 “How Can Online Reviews Increase My Profits?”

Chapter 6 “What is Cross Channel Marketing?”

Chapter 7 “Why is Mobile Marketing Important and How Do We Integrate It?”

Chapter 8 “How Can We Use Advanced SMS Techniques to Generate Traffic?”

Chapter 9 “Can a Mobile App Really Help Market My Business and Make Money?”

Chapter 10 “I Thought Building Email Lists Was Old School?”

Chapter 11 Putting It All Together

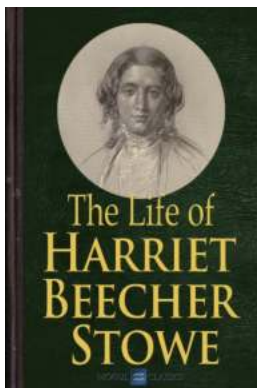
You will also learn some amazing tips on how to:

- Get a 95% open rate on your marketing messages
- Create digital word of mouth and spread it via social media
- Get your customers wanting to leave glowing reviews about you online
- Generate scarcity and revenue on slow days to get your customers buying
- Launch a new business with a text message campaign that will drive more traffic than you can handle
- Capture the contact information of potential clients when you are speaking and follow up with them effortlessly
- Improve your sales at trade shows, events and conventions

This 70'ish page book gives you the steps you need to create super successful marketing campaigns. Consider it your personal tour across the cutting edge of social media, video and mobile marketing.

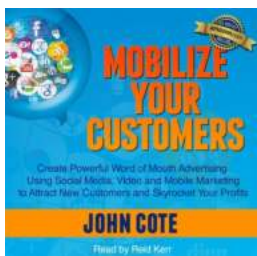
This is a marketing book so here is my call to action:

Get your copy now!



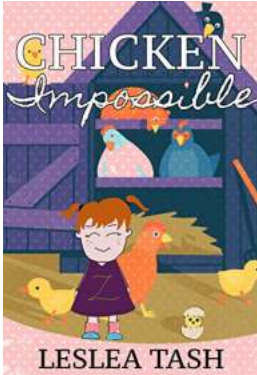
The Life Of The Author Of Uncle Tom Cabin Compiled From Her Letters And

Harriet Beecher Stowe, the remarkable author behind the impactful and influential novel "Uncle Tom's Cabin," has an equally fascinating life...



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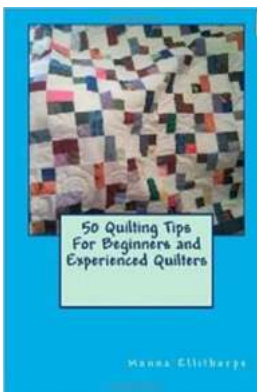
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Have you ever imagined a world where chickens embark on thrilling adventures and overcome impossible challenges? If not, then you're in for a treat! Join us on a...



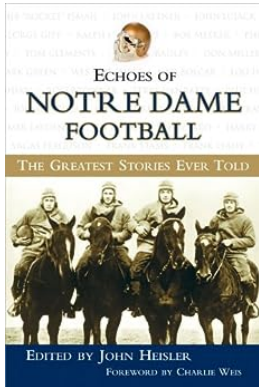
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Imagine a world where elephants could fly. Sounds impossible, right? Well, in the world of innovation, the concept of making elephants fly represents a crucial...



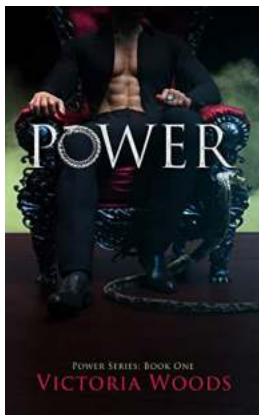
50 Quilting Tips For Beginners And Experienced Quilters

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