



WORD OF MOUTH MARKETING

- ★ Discover the possibilities of WOM
- ★ Learn how to influence WOM using Awario

How to encourage word-of-mouth using social media monitoring?

1. What is word-of-mouth?

It is a form of business exposure that results from **people talking about a brand/product/company to others**. Research has shown that word-of-mouth is the single most influential form of advertising. It is so effective because people trust other consumers much more than they trust promoters. The reasons for that are self-explanatory.

The good news is that you can make word-of-mouth work for your business. Social media has enabled us to both **create word-of-mouth and encourage it** in order to influence purchase intent. Moreover, due to social media's extreme popularity, word-of-mouth is able to reach thousands of people with barely any effort. In short, WOM is:

- free or much cheaper than other forms of advertising
- more trustworthy than other forms of advertising (Nielsen)
- more effective (Nielsen)

2. How to influence WOM?

The main goal of WOM social media strategy is to connect with your customers, build a positive brand reputation and make your business feel personal to them. The easiest way to achieve that is by **listening to what your customers say on social media** and using this insight in your social media strategy:

- **Reply to complaints immediately.**

Keeping positive brand reputation means being there to handle each and every one of your customer complaints. Statistics show that 50% of customers expect you to reply to online complaints within two hours. You should always be ready to react and prevent possible crises.

- **Interact with your customers.**

Follow your most loyal customers on social media. Like, share, comment on their blog posts and tweets. Act as an acquaintance rather than a marketer.

- **Post tips and solutions to FAQs.**

Monitoring will enable you to know what problems customers face. Be there to help and educate.

- **Let your customers suggest ideas.**

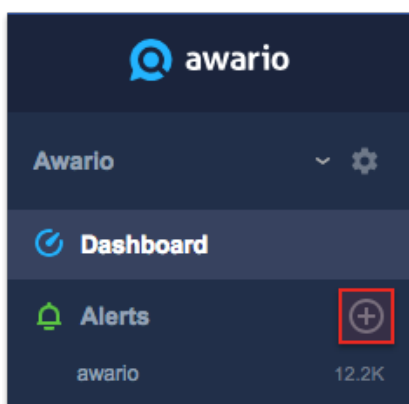
Let customers feel like they are a part of your brand - ask their advice, encourage them to share their feedback and suggest possible improvements, etc. This gives them a reason to advocate your business.

3. How to do that using Awario?

Awario is a software that enables you to listen to what customers say online and react within seconds. That makes boosting word-of-mouth simple and effective. To start monitoring conversations, set up alerts for what you want to monitor.

Start with setting up alerts for your brand, company, branches, and CEO.

1. Click the + button at the top of Awario's left-hand menu.



2. Insert keyword(s) you'd like to monitor.

What would you like to monitor?

Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one.

[More options](#)

3. Click on *More options* to specify your keyword(s) (add locations, languages, sources of your choice) and click on CREATE ALERT.

The screenshot shows a mobile-style alert creation interface. At the top, there is a title "What would you like to monitor?" and a subtitle: "Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one." Below this are several input fields and dropdown menus:

- Keywords:** Input field with "E.g., cola" as a placeholder.
- Website or web page:** Input field with "E.g., coca-cola.com" as a placeholder.
- Negative keywords:** Input field with "E.g., Fanta" as a placeholder.
- Languages:** Dropdown menu set to "All".
- Countries:** Dropdown menu set to "Any".
- Sources:** Dropdown menu set to "All".
- Blacklist resources:** A link labeled "Blacklist resources (0)".
- Date range:** Dropdown menu set to "All time".
- Email notifications:** Dropdown menu set to "Daily".

At the bottom of the form are two buttons: "CANCEL" and "CREATE ALERT".

4. Look up the results in your feed. Note that below the mention there is a metric called Reach — it shows how many people the mention reaches based on the number of the author's followers.

The screenshot shows a social media feed titled "Conversations (7.0K)". The feed displays two mentions:

- MB Consulting NJ** (@seonow) - 2 days ago. The mention text is "Use Awario's Reach metric to see the authority of every resource that mentions you awario.com". Below the text, a red box highlights "50.4K reach".
- Muffin Marketing** - 3 days ago. The mention text is "https://awario.com/blog/copywriting-hacks/". Below the text, a red box highlights "17 reach".

At the bottom right of the second mention, there is a green smiley face icon.

Now that Awario is monitoring the Web for you, take care of the word-of-mouth.

- Immediately comment with a solution or an apology to a complaint post.
- Show your appreciation to a customer that shared a compliment.
- Find out common questions and problems of your customers and post solutions to them.
- Monitor your competitors or their campaigns for inspiration.
- Remember to make interactions in social media as close to the real ones as possible.

Conversation should happen in real time and using the language your customer used to speak about you, which is most likely to be informal. Only by mimicking the authentic word-of-mouth can you take the most out of this strategy, and gain true advocates of your business.

Jump to Awario

to start building word-of-mouth for your brand