

## The keys to word-of-mouth marketing: Part II

It's important to stand out in a competitive industry! **DENYSE DRUMMOND DUNN** concludes her series on generating word-of-mouth marketing for your jewellery business.

In the September issue of *Jeweller*, I covered the importance of word-of-mouth marketing for jewellery retailers and detailed the value of building trust with customers.

In part two, our attention turns to the importance of distinctive products in a competitive environment, such as the jewellery industry.

When it comes to distinctive products, for many, one brand immediately comes to mind: Apple. Steve Jobs succeeded in building a strong brand that people associated with innovative products.

Many argue that Apple has lost some of its sparkle since his passing because his visionary approach has been replaced by more 'upgrades' than innovations. With that said, Apple remains successful and highly profitable – at least for the shareholders.

When you think about distinctive service, I'm sure Zappos resonates with you too. Not only does Zappos offer shoes online, but they also value their customer's trust more than anything! This is why their core value is to 'wow' their customers.

This involves differentiation by doing more for your customers than they expect. Zappos is not your average company, and their customer service is anything but average or ordinary. They achieve this by expecting every employee to deliver 'wow' in everything they do.

If you offer new distinctive products or services, people just want to talk about them. It's up to you to nurture this appeal by offering them quality content related to your business, so customers can share it with friends and family.

Consider creating informative blog posts, videos, and other promotional material.

### Nurture involvement

Your business should offer solutions that connect to the needs of your customers. Think about how to trigger a big desire or confront significant pains or frustrations they may have with current offerings.



Get into the 'middle section' of your customer's brain – the limbic system – to create somatic markers. These markers connect personal experience with your business and will elevate your offerings in the mind your consumers when it comes to purchasing decisions.

For example, Coca-Cola will generate feelings of happiness and friendship in a lot of people, as a result of its consistent core message. This is why it outsells Pepsi in most countries, despite regularly losing to Pepsi in blind taste tests.

Continue to nurture these feelings and your customers will want to share their experiences with their acquaintances.

### Connect with 'market mavens'

Influencers or market mavens are individuals who have up-to-date information about many kinds of products, places to shop, and other facets of the market.

They are also people who are most likely to respond to information requests from friends, family, or social media followers.

Influencers love to educate others, and in doing so, they also increase their own status. Connect with these market mavens and make them your brand advocates.

Customers want to know when reviews are being paid for by the business in question, so always be upfront and honest. If the person who makes the review is a trusted

influencer, this shouldn't be a problem.

Trying to hide overly-positive recommendations for your brands behind false identities and websites will eventually be found out – so don't even try.

### Join the conversation at your peril

When businesses see the great things their customers are saying about them online, they can be tempted to join in the conversation – don't do this!

Adding comments to the messages left by your customers will make them look as if they have been developed by your business. I know you want to thank them; however, this is better done in-person.

This doesn't mean that you can't mention your customers in your marketing efforts. Just do it as quotes in regards to customer service, rather than by adding a reply to an already posted comment.

Customers prefer to talk among themselves, even though they know you will most certainly be watching. If you join in, then they subconsciously feel as if they have lost control and it won't do anything in terms of building trust.

So, watch, listen, and learn rather than join in – let the word-of-mouth spread without your interference.

### Conclusion

Need one more recommendation on word-of-mouth marketing? Purchase the book called *'Word-of-Mouth Marketing: How Smart Companies Get People Talking'* written by Andy Sernovitz.

Although business on the internet is unpredictable, word-of-mouth marketing matters more than ever.

It's important you understand each of the elements discussed in this series and implement them in your business to spread the 'good word' about your business. ✨



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**DENYSE DRUMMOND-DUNN** works with organisations that want to attract, delight, and retain more customers. Learn more: [c3centricity.com](http://c3centricity.com)