

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 10

4. Выполните анализ и реферирование текста «Word-of-mouth» (15 баллов)

Media advertising strives to generate positive 'word-of-mouth' because what customers say about products, when they like them, can result in increased sales. Successful advertising campaigns that generate a lot of talk and discussion will bring in more ad mentions through word-of-mouth than any advertising budget can bring in using paid media to present ad messages. And, even though some people mistakenly refer to word-of-mouth as advertising.

People who study advertising and marketing in academic settings learn that advertising is paid communication that is controlled by the advertiser. Word-of-mouth, since it is not paid and cannot be controlled, is not really advertising. Companies do pay people to go out into the marketplace to talk to consumers, and even to spread 'buzz' about products and services. But, since the 'buzz' that's created is paid for, and the messages contained in the 'buzz' are controlled by a marketer, that 'buzz' is not word-of-mouth: it is advertising.

Then what is word-of-mouth? Word-of-mouth is word-of-mouth, and it can be good or bad for a company, a product, or a service. Planners of advertising are never thrilled to hear some of the negatives that are uttered by people about their products or services in the regular course of the day. Word-of-mouth is considered by marketers to be a great and effective tool when it is positive, but it can be extremely destructive tool when it is negative. Social media outlets, such as Facebook and others, allow people to 'like' products and services as a way of utilizing the power of positive word-of-mouth communication.

Marketers are intrigued by the power of word-of-mouth. As a form of communication, it can have desired qualities that marketers covet, including strong credibility, high audience attention levels, and friendly audience reception. It features open-ended conversation with questions and answers about the product, psychological incentives to purchase, memorability, efficiency and frequency.

Product information can be spread quickly to many potential buyers at no cost to the business. Whenever possible, owners of small businesses should work to build advertising programs that result in positive word-of-mouth. Not only because of the no-cost nature of positive word-of-mouth, but also because satisfied customers are the most effective advertising tool.