



Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth

By Ted Wright

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth, Ted Wright, DRAMATICALLY IMPACT YOUR BOTTOM LINE WITH A POWERFUL WOMM CAMPAIGN "Word of mouth marketing has always existed. We've just found a better and more efficient way to do it." -- Ted Wright It may not be the oldest profession, but word of mouth is the oldest form of marketing. It's also the most effective. Now, however, it's being executed in ways that are methodical, replicable, and consistent. In this groundbreaking guide, Ted Wright, WOMM pioneer and founder of the marketing firm Fizz, reveals everything you need to know to create, drive, measure, and leverage word of mouth for maximum impact on the bottom line. Learn how to: Develop and test your brand's stories for maximum word of mouth impact Build a reliable communications network to deliver your message Harness the incredible power of Big Data for profit-generating WOMM campaigns Find, engage, and train influencers to promote your brand Measure your campaign's success with accurate analytics Along the way, you'll find out how Wright used the very same methods to breathe new life into what was once...



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