

Importance of Word of Mouth Marketing in Today's Technical Age

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AI is replacing all of our jobs. Technology will take over! All business will be taken over by cold, uber logical robots. All meaningful connections will be useless... One hot, cozy spring in this negative train of thinking is the unbridled power of word of mouth marketing. Unlike the proposed bleak future of human connection losing its power, word of mouth marketing is exclusively illogical, anecdotal yet it remains one of if not the most convincing factors in a purchasing decision. The fact of the matter is humans place a grave importance on human connection; therefore, the power of word of mouth marketing is not going away any time soon.

It is backed up by science too. In a shocking report where the survey contained 28,000 INTERNET respondents found that "92 percent of consumers around the world say they trust earned media, such as recommendations from friends and family, above all other forms of advertising—an increase of 18 percent since 2007" ("Newswire: Consumer Trust in online, social and mobile advertising grows", 2012). That alone is a crazy enough statistic that nearly anyone can appreciate its effectiveness and importance; moreover, marketing executives feel this way too. "In a recent study, 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing" (Whitler, 2019). Combined with inherent trust it provides, word of mouth, like any viral meme or trend, can spread very rapidly. A friend tells friend who loves and identifies with the product who then tells another friend... you get the point.

References

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