

# Importance of Word of Mouth Marketing in Today's Technical Age – How and Example

How do I make my product “Word-of-Mouth-able”? In short, make your product distinct and have it register powerful emotions inside the customer. No one wants to talk about a situation or product they were indifferent about.

Not to say that it is easy, however, “only 6% [of marketing executives] say they have mastered it” (Whitler, 2019). So let's talk about how to specifically go about this. According to Stillman, an successful and aggressive entrepreneur, here are five steps to get customers talking about your product:

“1. Monitor organically created trends” (2014). This is so that you can replicate what is successful for your own business. All great artists take inspiration from somewhere.

“2. Give your customers a nudge” (2014). According to the law of propinquity, the more a person comes familiar with/sees a person, place, or thing, the more that person likes that person, place, or thing. One must be careful in utilizing this tactic as to not annoy current customers and create more distance. Therefore using short, occasional, very beneficial messages when you decide to give a nudge is crucial.

“3. Make sharing simple and satisfying” (2014). While this seems simple, as a business owner or marketing head, one must reduce as much friction from the desired action as possible.

“4. Give strong incentives like referral codes” (2014). What doesn't convince people like free money?

“5. Showcase reactions on your website properties” (2014). Having a place where people can comment or interact with the people who use the product you are selling can help create a community of people who love and identify your product and community around it.

Give me an example! Sure thing! One example is about a store in Japan named Muji. When a customer walks through the door, they are enveloped in peaceful meditation music and a relaxing scent. The atmosphere supports neutral colors and soft lighting with the products being simple colors yet trustworthy. The company's emphasis on customer experience has led to incredible success. Success has led the company to open 900 stores in 26 countries - and get this, they used no advertising whatsoever (Padhy, 2020). An amazing achievement for an amazing business!

Now what is also important to note is that while its potential growth can provide insane returns for a business, its negative effects can be just as powerful. You must be very careful and aware about being “Word-of-Mouth-able” for all the wrong reasons. Whatever the case may be, word of mouth remains a very powerful tool in today's day and age and isn't leaving any time soon.

## References

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