

W O M

--Word of Mouth

KAREN LU



Unpaid(/paid) form of promotion

Customer satisfaction

Spread

New customer!

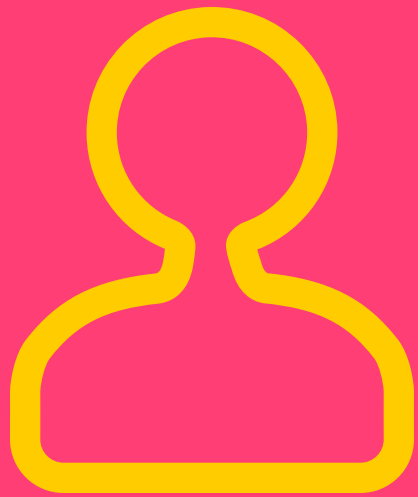
Pros

- Low Cost
- Long term
- High Trust
- Target Audience



Cons

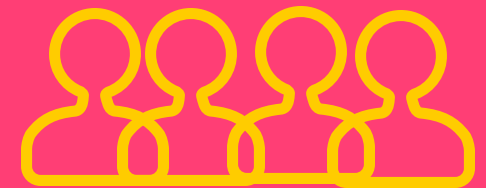
- One-side view
- Subject a lot clutter
- Personal prejudice



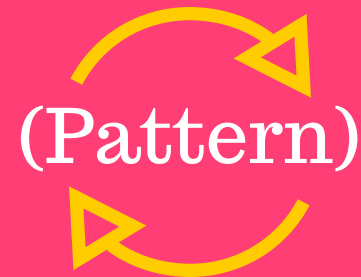
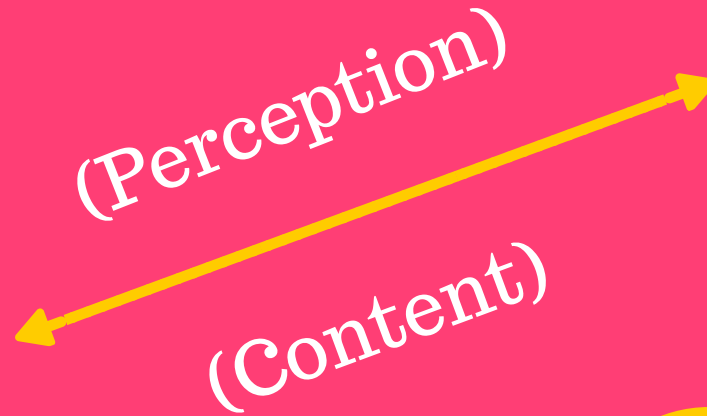
(Company/Organization)



(Customers/Audiences)



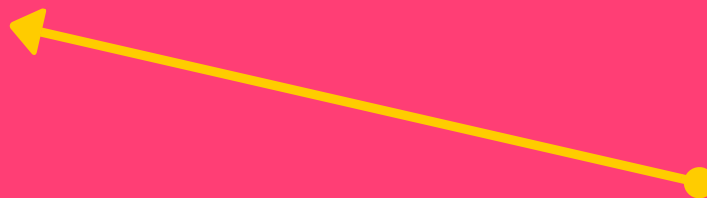
(Friends/Neighbors/Whoever)



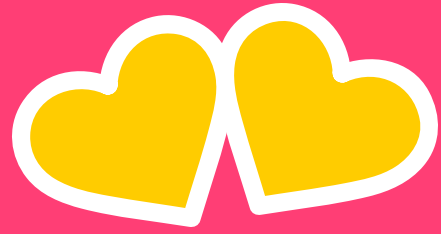
(Pattern)



(Social Media)



(CRM)



Thanks for Watching!!