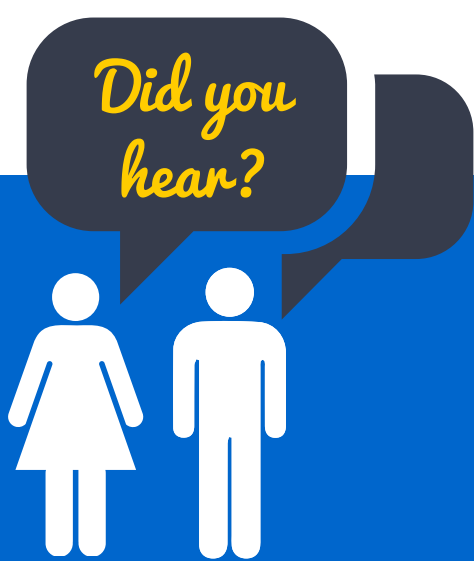


WORD OF MOUTH MARKETING

AND

REFERRAL MARKETING

COMPARING THE 2 TYPES OF MARKETING



Word of mouth marketing (WOMM) is creating a buzz

WOMM spreads by impressing 1 person and then that person spreads the word to their friends and then so on

WOMM focuses on getting the message out there to as many people as possible

WOMM happens because customers are promoting you by word of mouth without your suggestion to do so



Referral Marketing uses WOMM to help create a buzz - then uses that buzz to track conversion

Referral Marketing encourages a specific person to spread the word, with or without incentives.
(Uses aspects of WOMM)

Referral Marketing uses WOMM to get the message out there - but then focuses on turning people into consumers.

Referral Marketing happens because a customer was prompted to spread the word.