

A Few Words About Word-of-Mouth Marketing

Word-of-Mouth (WOM) Marketing

is arguably the most important form of marketing since the numbers show that consumers trust what others say about brands and products and buy accordingly.

*5 Statistics on Word-of-Mouth Marketing



Word-of-mouth marketing is ranked **#1** of the top five most popular ways to recommend a business (compared to Facebook, Google, and more).



90% of people are more likely to trust a brand that's recommended to them by family or even strangers online.



23% of people discuss their favorite products with friends and family every single day.



26% of people will avoid brands if family or friends share a negative experience they had with them.



21% of people will lose trust in a brand due to bad word of mouth regardless of whether they are a current customer.

5 Types of Word-of-Mouth Marketing



Customer Reviews Marketing

Engaging customers to write online reviews that can be shared on various media platforms and posted on websites to show prospects how current customers feel about your brand.



"Buzz" Marketing

Using high-profile media or news outlets to feature your products or services. You reach a wider audience... usually for a price.



Content Marketing

Creating engaging articles and other forms of informative content. You then distribute this content through email or social media or publish it online.



Social Media Marketing

Identifying key online influencers who will talk or post about your product or service. These brand advocates are the most influential entities when reaching a company's target market.



Referral Marketing

Using or creating tools or software that allow your customers to easily send referrals to friends, family, etc., telling everyone how happy they are with your product or service.

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Start Growing Your Business With Word-of-Mouth Marketing!

At Hibu, we can help you generate positive online reviews, boost your online reputation, create social buzz, drive traffic to your website and attract more leads. **Call us today at 855-727-1889 — or get started now at [Hibu.com](https://hibu.com)!**

*SEM rush; Word of Mouth Marketing: 49 Statistics; May 2021 | LAPAAS; Word-of-mouth marketing and it's types; October 2020

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