

# BEYOND BUZZ



*Let's talk about  
something interesting.*

Book Executive Summary

*Beyond Buzz: The Next Generation of Word of Mouth Marketing*  
by Lois Kelly

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IF YOU'RE NEW TO FOGHOUND, we help companies "connect" faster with people – prospects, customers, employees, market influencers - - which usually shortens sales cycles and almost always makes it easier to talk about the company in interesting ways.

To get people more involved faster, we've found that two marketing approaches trump all others:

- 1 **REALLY LISTENING TO CUSTOMERS AND THE MARKET** and bringing those ideas back into the company. Being an advocate on behalf of customers, if you will.
- 2 **HAVING SOMETHING INTERESTING TO TALK ABOUT** so people want to talk with your executives and sales reps and vice versa. Companies stop short of creating opportunities for dialogue by relying too much on typical messages and value proposition statements, which aren't by their nature interesting conversation topics.



*This listening and 'talking with' is conversational marketing, a cousin to word-of-mouth marketing.*

*The world is a giant web of conversations.*



*With more channels than ever before*





*But **conversations** are not a marketing priority.*

# *Conversations*

*One-way marketing messages,  
ads, Web content, sales decks*

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THE  
**IMPORTANCE**  
OF  
**CONVERSATIONS**

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isn't new...

- BUILDS UNDERSTANDING
- EMOTIONAL CONNECTIONS
- DEVELOPS RELATIONSHIPS

*But five things make it more important today.*

- 1 PEOPLE DON'T TRUST MARKETING AND SALES INFORMATION
- 2 PEOPLE ARE OVERWHELMED WITH INFORMATION
- 3 BEYOND PRODUCTS, PEOPLE WANT TO KNOW WHAT IT'S LIKE TO WORK WITH YOUR COMPANY
- 4 EXPLOSION OF NEW "TALK" COMMUNICATIONS CHANNELS
- 5 PEOPLE WANT TO BE HEARD AND HAVE A SAY



*Conversations help us make sense out of information, and build trusted relationships.*

# *What is conversational marketing?*

**BUZZ MARKETING:** entertainment or news to get people to talk about your brand.

**WORD-OF-MOUTH MARKETING:** giving people a reason to talk about your products.



**CONVERSATIONAL MARKETING:** giving people **a reason** to talk about ideas, beliefs, issues relevant to your product, organization.

Source: *Word of Mouth Marketing Association*

## *The two biggest obstacles to conversational marketing.*

- 1 **Having something interesting to talk about that provokes conversations.**
- 2 **Knowing how to listen.**

*What's interesting?*



*A POINT OF VIEW!*

*What's point of view?*



**BELIEFS, OPINIONS, VIEWS ABOUT...**

...issues, trends, news, problems,  
opportunities.

## *How a **POV** differs.*

<b>POINT OF VIEW</b>		<b>beliefs and ideas that provoke conversation, build understanding, something a person would say</b>
<b>VISION</b>		Why the organization exists, provides direction to what company does
<b>VALUE PROPOSITION</b>		Value customers get from doing business with company
<b>MESSAGING</b>		Most important points to convey about company, product, service
<b>ELEVATOR SPEECH</b>		Simple sentence describing business, how it differs

## *How to find points of view.*

**They exist in every company; you don't need to spend a bazillion dollars creating them.**

- **LISTEN IN NEW WAYS**
- **ASK DIFFERENT QUESTIONS**
- **ANALYZE THE DIGITAL CONVERSATIONS**
- **CHALLENGE ASSUMPTIONS**
- **BE CONTRARIAN**
- **GO MORE NARROW**
- **DO '100 MPH' BRAINSTORMING**
- **TAP INTO ASPIRATIONS, ANXIETIES AND FEARS**

*Nine point of view themes  
that people like to talk about,  
hear about*

**ANXIETIES**

**CONTRARIAN**

**PERSONAL STORIES**

**COUNTERINTUITIVE**

**DAVID VS. GOLIATH**

**ASPIRATIONAL**

**AVALANCHE  
ABOUT TO ROLL**

**“HOW TO”**

**GLITZ & GLAM**

*What's even more  
interesting to people?*



**WHEN WE LISTEN AND MAKE  
PEOPLE FEEL HEARD.**

*What to listen for*

- **CONTEXT**
- **EMOTION**
- **NEW POINT OF VIEWS**
- **QUESTIONS**
- **PATTERNS**

# How to listen

## PASSIVELY LISTENING

- | Monitor blog conversations
- | Tap into emotions, metaphors from video, and photo-sharing sites
- | Use visual analysis tools to see context, relevancy, changing intensity of marketing conversations
- | Subscribe to consumer generated media analysis services
- | Mine conversation patterns in customer relationship management systems

## ACTIVE LISTENING

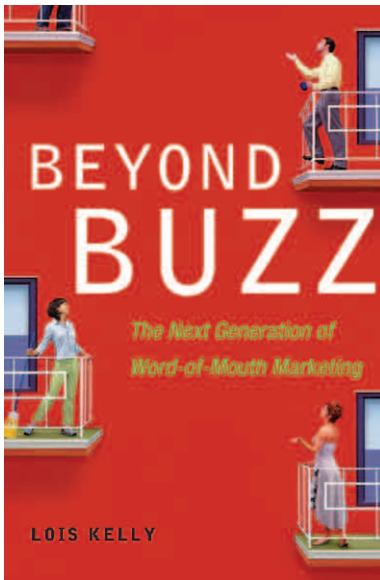
- | **Recognition:** Make it easy for people to provide ideas or even to complain. **Most companies stop here.**
- | **Acknowledgement:** provide a relevant response that shows the person that you hear and appreciate her views.
- | **Endorsement:** have a conversation with the person to get a cull context of where the person is coming from and what's interesting to them. This shows an appreciated and recognition of that person's point of view.

# *Getting started organizationally*

- **CHANGE YOUR ORIENTATION** talking and listening is more valuable than producing “things” like brochures, one-way sales decks. Marketing is a service to customers and prospects.
- **MAKE CONVERSATIONS SOMEONE’S JOB.**
- **EVOLVE TACTICAL APPROACHES TO BE MORE TWO-WAY**
  - From newsletters to blogs
  - From focus groups to online communities
  - From conferences to salons
- **GET ON THE STRAIGHT TALK WAGON** use conversational, plain speak language in all communications
- **HIRE PEOPLE WHO ARE INTELLECTUALLY CURIOUS, PASSIONATE ABOUT YOUR BUSINESS, AND ASK GOOD QUESTIONS.**

“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem of what to say and how to say it.”

— EDWARD R. MURROW



“*The Cluetrain Manifesto* was a call for corporations to wake up to the global conversations about them, and potentially with them. In *Beyond Buzz*, Lois Kelly gives corporations the practical tools to answer that call.”

— Walter J. Carl  
Ph.D., Assistant Professor, Department of  
Communication Studies Northeastern University

“This is an amazing book, a must read for every marketing manager interested in improving ROI. Stimulating, informative, lively, beautifully written, it’s loaded with more insights per page than any marketing book I’ve read. I love it.”

— Kevin J. Clancy  
Ph.D., Chairman & CEO, Copernicus Marketing Consulting

“*Beyond Buzz* is filled with no nonsense, straightforward, and — heaven help us! — hype-free advice for marketing professionals. Kudos to Ms. Kelly for reminding me of why I got into this field in the first place.”

— Peg Culotta Kates  
Director, SAP Global Public Services

“I first encountered Lois Kelly at a conference a couple of years ago. She was the bright light among many excellent speakers... conversational, engaging, dynamic, coming to you with fresh ideas and a unique point of view. Her message: marketers can unleash their companies by getting them to have exactly these attributes. *Beyond Buzz* is that more, and more. It builds on her important ideas and offers a comprehensive set of tools and strategies for standing out in our already tippytoed, over-hyped world.”

— Mark Lundegren  
Strategic Planning Leader, Swiss Re Americas

“To become relevant, you need to engage your customers. *Beyond Buzz* is a practical guide how to develop conversational marketing techniques in today’s consumer-driven world. A must read for today’s brand builders”.

— Mike Janover  
Vice-President of Marketing, CNET

**EVERYTHING WE DO** is designed to help companies more easily talk about their business or product in interesting ways. To customers and prospects, to analysts, to employees. Doing so helps people more quickly understand what you're about, builds more trusted relationships and shortens decision-making.

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“that’s interesting, tell me more...”