
Creating a Talkable Brand

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Key Stats and Quotes

- *“Brands that actively listen and engage, on a sustainable basis, with their customers, consumers, and influencers – from product development through social media and customer service – have learned the power and return of being ‘talkable.’”*
PAUL RAND | President & CEO, Zócalo Group | WOMMA President
 - *“Talkable brands penetrate the culture. They become so seamlessly woven into the fabric of conversation that sharing brand-related information takes on the value of social currency.”*
CHRISTINE CEA | Brand PR Director, Unilever
 - Over 3,000,000,000 marketing-related word of mouth conversations take place everyday in the United States.
SOURCE: Keller Fay Group presentation at WOMMA Summit VI (November 2009)
 - The typical American mentions specific brand names 60 times per week in offline and online conversations
SOURCE: Keller Fay Group “Talk Track” report (2009)
 - Word of Mouth is the primary factor behind 20% to 50% of all purchase decisions.
SOURCE: “A New Way to Measure Word-of-Mouth Marketing” McKinsey Quarterly (April 2010)
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Key Decisions Companies Must Make to Be Talkable

Decide to Be Unique

“There is no best auto company, there is no best car. You’re really competing to be unique.”— Michael Porter, renowned business strategist

TAKEAWAY: To gain a customer, you must first be willing to lose a customer.

Decide to Be Obvious

“The more obvious you are, the more original you appear.”—Keith Johnstone, Improv Maestro, Drama Teacher

TAKEAWAY: A company’s personality is its best form of advertising.

Decide to be Conversational

Only 38% of companies are using Twitter to respond to people's tweets.

SOURCE: Burson-Marsteller "Global Social Media Check-Up" report (February 2010)

"... companies that are both deeply and widely engaged in social media surpass their peers in terms of both revenue and profit performance by a significant difference."

SOURCE: "Ranking the Top 100 Global Brands" ENGAGEMENTdb Report (July 2009)

TAKEAWAY: Participating in the online social media conversation isn't a marketing or PR initiative. It's a way to cultivate and create relationships with loyal customers who will help to drive a company's future growth.

Decide to Fix "Broken Windows"

Broken windows are visible signs to customers that a business doesn't care, that it is poorly managed, and that it inadequately deals with little details.

TAKEAWAY: If you find yourself saying, "A customer will never notice that." ... chances are, they will. Better to fix that "broken window" sooner rather than later.

Final Thoughts:

ONE | **Remarkable things get remarked about.**

TWO | **Earn opinions from customers.**

THREE | **Engage in conversations with customers.**

FOUR | **Be confident about your business before sparking conversations.**