

The best marketing

The best marketing is positive word of mouth, no doubt about it. Think about it: If a trusted friend raves about something or someone, you are more likely interested. Even if your friend just gives you a name without a rave, you are more likely to check it out.

Companies do not seem to grasp the importance of positive word of mouth and instead rely on expensive ad campaigns. Take Comcast for instance. They spend mucho dinero on all sorts of print and broadcast messages, but everyone knows someone who has had a bad customer service experience with Comcast. In fact, Comcast probably NEEDS to spend that much money to overcome all the negative reviews out there.

On the other hand, no company should rely solely on word of mouth. For instance, near me there is a pizza shop. It is always jammed at lunch, which is a good indicator. However, the store does not list its hours. It doesn't have a website, or provide menus, or have flyers in the local coupon book. Unless you are in the know it seems, you don't know.

What are your thoughts?