

Andy Sernovitz Speaking Topics

Andy Sernovitz's **Word of Mouth Marketing**: How Smart Companies Get People Talking

Word of Mouth Marketing: 5 Simple Steps

Ideal for business and marketing audiences, or anyone who is interested in a hands-on, practical lesson about how to make word of mouth marketing work.

Short version:

You'll learn how to build an effective word of mouth marketing campaign that you can use to get people talking. We're going to get specific here: Where to start and how to make it successful. Learn practical, how-to steps you can use the very next day.

Full version:

You want more people to talk about you -- but how do you create a word of mouth marketing campaign? In this popular talk, you'll learn how to energize your fans and generate positive word of mouth about your brand.

We're going to get specific here: Where to start, what to do, and how to make it successful. Guess what? It's common-sense stuff that you can use the next day without a big budget. You'll learn how to:

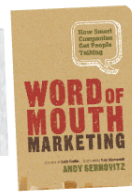
- Find the right people to talk about you (influencers and evangelists)
- Give them something to talk about (viral content and buzz)
- Create tools to make it easier for them to spread the word (social media and offline)
- Participate in the conversation
- Track and measure the results

Word of Mouth Marketing for <insert specialty>

Customized version of the above talk with specific examples and content for your group. Andy has worked with hundreds of companies and will create a perfect presentation for you.

Examples:

- Word of Mouth Marketing for Brands
- Word of Mouth Marketing for Retail
- Word of Mouth Marketing for Restaurants
- Word of Mouth Marketing for Associations
- Word of Mouth Marketing for Politics
- Word of Mouth Marketing for Email Marketers
- Word of Mouth Marketing for Builders
- Word of Mouth Marketing for eBay Sellers
- Word of Mouth Marketing for Franchises
- Word of Mouth Marketing for OEMs
- Word of Mouth Marketing for Event Marketers
- Word of Mouth Marketing for Software
- Word of Mouth Marketing for Doctors
- Word of Mouth Marketing for User Groups
- Word of Mouth Marketing for Non-Profits



Love or Marketing? How Word of Mouth Will Save Your Brand

A version of the talk for big thinkers, entrepreneurs, and general non-business audiences, including non-profits.

Word of mouth marketing is the art of creating a company that people love to talk about.

You need passionate fans who promote you because they love you and love what you do. Learn to earn their respect and recommendation, because when fans promote you for love instead of money, they do your marketing for you for free. That gives you a sustainable, renewable competitive advantage.

Remember: Happy customers are your greatest advertisers.

Responding to Negative Word of Mouth

The perfect talk when you need to know how to deal with a word of mouth attack -- and how to prevent the next one.

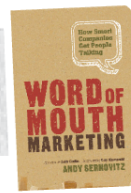
Short Version:

What do you do when you're facing negative word of mouth, bad reviews, and online attacks? Get specific, practical advice on how to respond most effectively. You'll get detailed recommendations that you can use in any situation -- and great tips on preventing future problems before they happen.

Full Version:

There's a rant online and it's about you, your brand, or your product. What do you do? Do you engage directly or let it blow over? Do you send an official response or reach out personally? How can you get fans and customers to defend you? When do you risk making it bigger by responding, and when do you make it worse by ignoring it? How do you differentiate between legitimate feedback, real customer service issues, determined detractors, hidden competitors, and crackpots?

Andy Sernovitz is the *New York Times* bestselling author *Word of Mouth Marketing: How Smart Companies Get People Talking* and CEO of WordofMouth.org, will help you figure out exactly what to do. He'll share specific, practical advice on how and when to respond most effectively to negative word of mouth. You'll get detailed recommendations that you can use in any situation -- and great tips on preventing future problems before they happen.



Ethics in Word of Mouth Marketing and Social Media: Doing the Right Thing and Staying Out of Trouble

Short version:

Ethics is the foundation of word of mouth and social media success. No one is going to share your message if they don't trust you and respect you. Just as important: It's the law. Government agencies are enforcing honesty and disclosure rules -- if bloggers don't expose you first. Learn how to do the right thing and stay out of trouble with proper disclosure, social media policies, and training.

Full Version:

Ethics is the foundation of word of mouth and social media success. No one is going to share your message if they don't trust you and respect you. Just as important: It's the law. Government agencies are enforcing honesty and disclosure rules -- if bloggers don't catch you first.

Andy will give you the understanding and guidance you need to ensure that your programs are always honest, your brand is protected, and your company is never embarrassed. Learn the specific steps to stay out of trouble:

- Comply with new rules and regulations
- Train your team and agencies
- Create a social media policy
- Know where the line is and when you are crossing it
- Raise your standards and do the right thing, because it's the right thing

Andy is one of the original thinkers on the topic of ethical word of mouth and social media. He wrote the definitive ethics codes that define social media and word of mouth marketing, and he advised the FTC on their current rules. He travels the country training companies on ethical social media practices.

Word of Mouth Marketing: It's More Than Social Media

Social media talk tends to be about the tools, not the fundamentals of why people share. This talk is ideal for social media events where a deeper take is needed.

Word of mouth marketing is the art of getting other people to spread your message for you. It works for all marketing, but it's *essential* if you expect them to share your story using social media. You can't get people to share your message if don't give them the motivation and tools to tell their colleagues. In this talk, you'll learn how to build an effective word of mouth marketing campaign that you can use to get people talking. We're going to get specific here: Where to start and how to make it successful. Learn practical, how-to steps you can use the very next day.
