



Speaking topics details



Word of Mouth Marketing: 5 Simple Steps

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

This talk can be customized for your group. Andy has worked with hundreds of companies and will create a perfect presentation for you. Past talks include Word of Mouth Marketing for:

Brands, Internal Communications, Retail, Restaurants, Associations, Government, Politics, Food, CPGs, Email Marketers, Builders, eBay Sellers, Franchises, eCommerce, OEMs, Event Marketers, Software, Doctors, User Groups, Non-Profits

Love or Marketing? How Word of Mouth will save your brand

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.

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

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.

Responding to Negative Word of Mouth

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.