



For Immediate Release

In Word of Mouth Marketing, More Is Better

New Keller Fay Study Says Reaching More Kinds of People in More Ways Yields More Results

(New Brunswick, NJ) October 3, 2006 – Word of mouth marketing works best when it is incorporated into all facets of daily life, touching many kinds of relationships and in a variety of settings. And the more it does so, the better the results, according to “The More, the Better: Creating Successful Word of Mouth Campaigns,” by the Keller Fay Group.

The study, conducted among the volunteer consumer evangelists of the word of mouth marketing and media firm BzzAgent, focusing on the agents’ most recent campaigns, suggests that word of mouth marketing works in more ways, with more results, than is often assumed. “The More, The Better” concludes that effective word of mouth marketing programs trigger the following types of activities among participants:

- Many kinds of people. Word of mouth agents are most likely to talk about products with friends and family (about 7 in 10 do so for each). But many also talk to coworkers (58%) and casual acquaintances (48%), and 25% with strangers they met.
- Many settings. Most word of mouth agents spread the word in their homes (82%), at work (56%) and others’ homes (55%). But many talk about products in other settings, including social gatherings (43%), stores (25%), and restaurants or bars (25%).
- Many ways. While face-to-face encounters predominate (99%), many spread the word in other ways as well, from phone (42%) to email (30%), instant messages and text messages (17%), and online chat rooms and blogs (9%).
- Many impacts. Word of mouth campaigns not only spread the word but prompt large numbers of those who hear the message to buy the product, consider a future purchase, or seek more information.

Consumers who spread the word to more people tap even more kinds of people, settings, channels, and with more results. Among those who spread the word to 11 or more people, 59% inspired three or more people they talked with to buy the product, 63% spurred three or more people to seek more information, 71% to tell others about the product, and 77% to consider buying the product in the future.

Similarly, consumers who achieve the most impact with their word of mouth efforts are much more likely than the average to tap into more kinds of people, in more settings, and in more ways.

“Marketers sell themselves short if they just think of word of mouth as just spreading the word, just about blogs, or just about getting people to ‘tell a friend,’ ” says Ed Keller, CEO of Keller Fay.

Marketers, in turn, should be looking for more ways to expand their word of mouth efforts. “The high levels of word of mouth occurring in stores, for example, suggests there may be an opportunity to stimulate word of mouth based on packaging and in-store displays,” Keller says.

The complete report provides additional information – including suggestions on how marketers can apply these learnings to their marketing programs.

Complimentary copies are available for download on Keller Fay's Web site, www.kellerfay.com.

The report is the second in a series by Keller Fay, in cooperation with BzzAgent, to identify best practices in the rapidly growing field of word of mouth marketing. The first, "The Steak Is the Sizzle," was on product attributes of word of mouth success.

About BzzAgent, Inc.

BzzAgent Inc. is a word-of-mouth marketing and media firm that helps companies to organize and manage honest, real-world conversations among everyday consumers. BzzAgent's innovative process, platform and programs enable the acceleration and measurement of word-of-mouth as a marketing medium. Using such systems, BzzAgent's clients can generate awareness and shape perception about their products and services either via BzzAgent's growing community of 200,000 trained, volunteer brand evangelists or by way of their own client-branded word-of-mouth networks that are customized, hosted and built by BzzAgent.

About The Keller Fay Group

The Keller Fay Group is the first full-service market research company focused exclusively on word of mouth (WOM) marketing, using a full suite of best-in-class research techniques. The company measures word of mouth trends and campaign effectiveness; tests concepts, ads, and messages to maximize their WOM potential; and offers a complete array of custom research and advisory services related to WOM. In April 2006, Keller Fay launched TalkTrack™, a service that monitors all marketing-relevant conversations in America. The firm was founded by Ed Keller, former CEO of RoperASW and NOP World Consumer and co-author of *The Influentials: One American in Ten Tells the other Nine How to Vote, Where to Eat, and What to Buy*, and Brad Fay, former managing director at Roper and NOP World. For more information, visit www.kellerfay.com.

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