



The Seven Principles of WOM and Buzz Marketing: Crossing the Tipping Point

Panos Mourdoukoutas, George J. Siomkos

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Why are word-of-mouth campaigns effective for some products, while failing for others? Which group of consumers should be the target of viral marketing efforts, and how can you turn word of mouth into buzz? Panos Mourdoukoutas and George J Siomkos provide the answers!

The transformation of a desire for a product into an "epidemic" was, is and will always be the dream of each and every marketer. For some marketers this dream becomes reality. For others it remains simply a fantasy. "The Seven Principles of WOM and Buzz Marketing" offers the essential tools – seven simple steps – to launch an effective WOM and buzz campaign that helps products to cross the tipping point and to reach the mass market:

Begin with the consumers

Be innovative

Target the right group

Create the right message

Find the right environment

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