

Word of Mouth

Marketing

Why recommendation outperforms advertising, and what triggers it.

What actually generates it.

Triggers

A remarkable, tellable experience

Social currency — sharing makes them look good

Practical value worth passing on

Emotional intensity, positive or negative

Frequent cues that bring the brand to mind

Realities

Negative travels faster than positive

Most is offline and unmeasured

Incentivised referral changes the signal

Recovery from failure can generate advocacy

A well-handled complaint often produces a more loyal customer than a problem-free experience. Recovery is memorable.