



Cultivating Loyalty & Advocacy

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CMNU914: WOM, Buzz, and Viral
Marketing Communication

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Activity: Create Your Own Seeding Trial

- I invented a special spoon for French onion soup.
- I come to your group asking you to market this for me and I specifically want to run a seeding trial.
- Run through Marsden's 10-point checklist in creating an organized program (pp. 16-19)

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Overview

- Six Tenets of Cultivating Loyalty & Advocacy
- Net Promoter Score as Organizational Discipline

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Manifesto of Customer Evangelism

- Diatribe against existing marketing "as we know it"
- Loyalty is more than repeat customers, but also advocacy
- Key take-away: Focus on building a "loyal following of passionate consumers" who will evangelize on your behalf

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Six Tenets of Customer Evangelism



1. Customer plus-delta
2. Napsterize your knowledge
3. Build the buzz
4. Create community
5. Make bite-size chunks
6. Create a cause

ben mcconnell & jackie huba

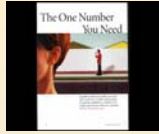


The New Mavericks of Marketing

- What's the case about?
- How is each tenet of customer evangelism addressed?

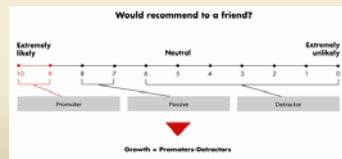
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Net Promoter Score



December 2003
Harvard
Business
Review

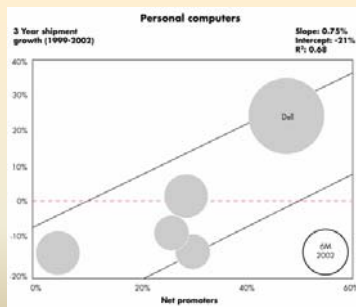
- How likely is it that you would recommend [company X] to a friend or colleague?



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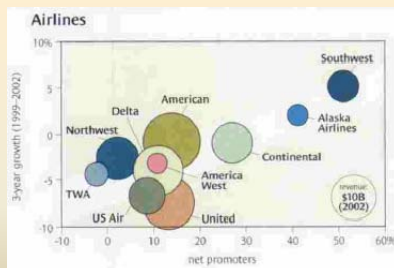
NPS Correlated with Revenue Growth (PCs)



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NPS Correlated with Revenue Growth (Airlines)



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- Visit <http://www.netpromoter.com>

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