

BUZZMARKETING

Get People To Talk About Your Stuff

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The Web site for this book is at www.buzzmarketing.com.

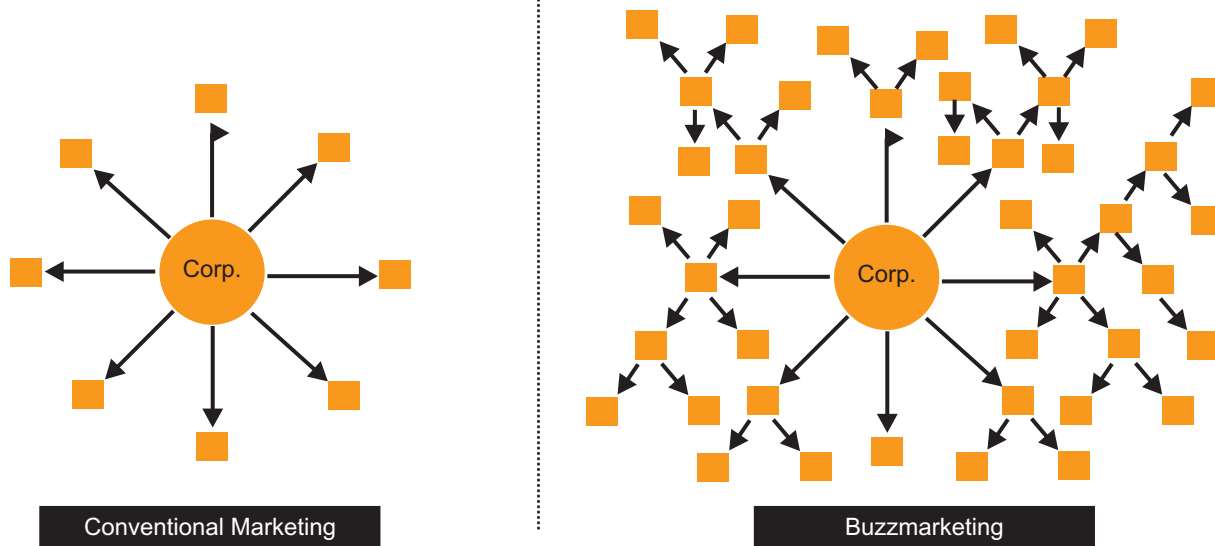
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MAIN IDEA

There's just so much background noise and clutter now that traditional advertising isn't as effective as it once was. In 2004 alone, American companies spent over \$235 billion on marketing – more than the entire GDP of Mexico. To add to the problem, technology now makes it easy for consumers to zap commercials and block intrusive ads. It isn't feasible to market the traditional way anymore.

Instead, you can generate better results using media attention and word-of-mouth endorsements. Buzzmarketing is all about capturing the attention of consumers and the media by making your brand or your company entertaining, fascinating or newsworthy. If you can get people talking about your company and your products amongst themselves, you'll also get far more bang for your advertising dollars – typically about three- to five-times more.

In short, buzzmarketing is all about starting conversations between customers. It differs from traditional marketing in this way:



The Six Secrets of Buzzmarketing

1. Push the six buttons of buzz. Page 2

People will only talk about your brand or your company if the story you tell pushes one of six buttons:

- (1) Taboo subjects (like sex, bathroom humor); (2) The unusual; (3) The outrageous; (4) The hilarious;
- (5) The remarkable; (6) The secret (both kept and revealed).

2. Capture the media's interest. Page 3

The easiest way to get people talking about you is to capture the attention of the media and get them to cover what you're doing. The only way you'll do this is if you do something genuinely newsworthy. To increase your chances, do something aligned with the five most frequently written news stories:

- (1) The David-and-Goliath story; (2) The highly unusual or outrageous story; (3) The controversy story;
- (4) The celebrity story; (5) The story about a topic that's hot and in the news already.

3. When you advertise, do it for attention. Page 4

Forget about trying to educate, inform and then persuade consumers to buy using the traditional media formats. That doesn't work. Instead, do something unconventional that captures people's attention. All you really need to achieve with your advertising is to get noticed, nothing more and nothing less.

4. Climb the Mt. Everest of buzz for your product. Page 5

Be incredibly ambitious. Sit down and figure out what would be the absolute pinnacle of buzz – the figurative Mt. Everest for your industry that 99-percent of your competitors would never even attempt – and then figure out how to get there. When you reach the pinnacle, you'll generate hundreds of news stories that will get people talking right across the country – which is exactly what you want.

5. Be audaciously creative. Page 6

Identify the most creative angle you can take to generate buzz, and then run with it. Discovering a creative idea is difficult and demanding, but well worth the effort. Great ideas generally demand courage and persistence, but the results can be absolutely spectacular.

6. Police your product religiously to avoid negative buzz. Pages 7 - 8

Once you start the buzz bandwagon rolling, it's vital you keep things on track. Negative buzz can undo in a day what took many years to accomplish. If you want your customers to feel strongly about your product, you need to start with your employees and get them on side first. Then make sure you give your people something newsworthy to talk about.

