

The Power of Word of Mouth

By Chris Falck

The Power of Word of Mouth

Chris Falck
support@autoreply2u.co.uk

AUTOREPLY2U <http://autoreply2u.co.uk>

=====

THE POWER OF WORD OF MOUTH.

Find out why good old fashioned words are one of the best forms of website promotion available.

=====

The number of people that visit your site, probably has less to do with how much money you spend on marketing it than you might imagine!!

Strange, But True!!

It undoubtedly has more to do with which group of people you manage to reach with your marketing and promotional efforts...

Research commissioned by communications consulting firm Burson-Marsteller and undertaken by Roper Starch Worldwide claims it has identified online influencers - called e-fluentials - as comprising approximately 8 percent (that's 9 million) of today's 109 million Internet users.

These incredibly powerful e-fluentials can influence the opinion of a nation of Internet users!!!

Away from the Internet, according to the report, a person is thought to have an impact on the attitudes and behaviour of approximately two people; however in the new economy one influential online person has an impact on the attitudes and behaviour of approximately eight people.

A good or bad example of this phenomena, (depending on your viewpoint) is the speed the opinions of e-fluentials travel across cyberspace. Think about the "dotcom gold rush" and the

subsequent demise of the dotcom!

So, what I'm saying is that when somebody knows about your site and is impressed with the level of service or the product you supplied to them, the chances are that they will tell up to another 8 people.

These 8 people may tell up to another 64 people. When you have impressed with the level of service or the product you supplied to them.

So spread the word and ensure that all your offline marketing and products contain your web address!

I bet you notice a difference...

Written By Chris Falck
Director Rose Data Systems Ltd

Chris Falck is an IT Consultant, Internet Marketer, Designer, and Webmaster of AUTOREPLY2U - <http://autoreply2u.co.uk> and eCom-RDS - <http://ecom-rds.co.uk> . (Amongst Others).

AUTOREPLY2U is the Ultimate Autoresponder & Follow-up Service and provides FREE & PRO accounts to its many users. Take the TEST-DRIVE by visiting the site or by emailing us at <mailto:testdrive@autoreply2u.co.uk>

Want a Feedback Form on your site but haven't got a script? Use ours - <http://freeforms.autoreply2u.co.uk>

eCom-RDS offers Web Design, Hosting, Maintenance & Marketing services to SME's

You may reprint this entire newsletter and resource box on your web site, provided it is reproduced in it's entirety along with this resource box.

Copyright 2001. All Rights Retained by Author.

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)