

Connecting with Consumers

Marketing for New Marketplace
Realities

Allan J. Kimmel

OXFORD
UNIVERSITY PRESS

0 CONTENTS

PREFACE	vii
LIST OF FIGURES	x
LIST OF EXHIBITS	xi
LIST OF TABLES	xii
LIST OF BOXES	xiii
ABBREVIATIONS	xv
PART I CONSUMER-TO-CONSUMER INFLUENCE: THE RISING POWER OF CONSUMERS	
1 Marketing in Evolution	3
Two Marketing Philosophies: The Selling Concept Versus the Marketing Concept	5
How Marketing Works	19
Conclusion	24
2 The Twenty-First Century Consumer Landscape: New Realities	25
Media and Audience Fragmentation	25
Consumers Tuning Out Formal Marketing Efforts	42
Consumer Connectedness	49
Conclusion	58
3 Targeting Consumers in the Era of Web 2.0	59
Welcome to Web 2.0	60
How Information Spreads	63
Market Segmentation and Targeting	68
Emerging Consumer Target Groups	75
Movers and Shakers: Opinion Leaders, Brand Advocates, and Innovators	81
Conclusion	92
4 Word-of-Mouth Influence	94
• The Nature of WOM	95
WOM Antecedents	104
The Impact of WOM	1.10

vi CONTENTS

Separating Fact from Fallacy About WOM	115
Conclusion	126
PART II CONNECTED MARKETING: MEASUREMENT, APPROACHES, AND TECHNIQUES	
5 Word of Mouth and Social Media Research and Measurement	129
WOM Research Terminology	130
WOM Research: Traditional Scientific Approaches	132
Social Marketing Metrics	146
Identifying Influences	159
Conclusion	169
6 Listening to and Engaging Consumers	170
The Tenets of Good Conversation	171
Trust and the Building of Marketer-Customer Relationships	184
Participating in the Blogosphere	186
Engaging with Online Networks and Communities	193
How Companies Listen and Engage: Some Case Examples	199
Conclusion	210
7 Connected Marketing I: Word-of-Mouth Marketing Techniques	211
Alternative Marketing Approaches: Defined, Classified, and Deconstructed	213
WOMM Techniques	218
Conclusion	247
8 Connected Marketing II: Viral and Live Buzz Marketing Techniques	249
Viral Marketing	251
The Nature of Viral Marketing	252
Hotmail: An Early Viral Marketing Success Story	257
Practical Suggestions for Viral Marketing Campaigns	259
Live Buzz Marketing	273
Conclusion	289
9 Synthesis and a Look to the Future	290
Five Key Lessons for Connected Marketing	290
Connecting with Consumers: What Does the Future Hold?	300
REFERENCES	305
INDEX	325