

Word of Mouth Marketing for Your Certification Program

Presentation for
ASAE & The Center for Association Leadership

What is word of mouth marketing?



Word of mouth marketing is ...

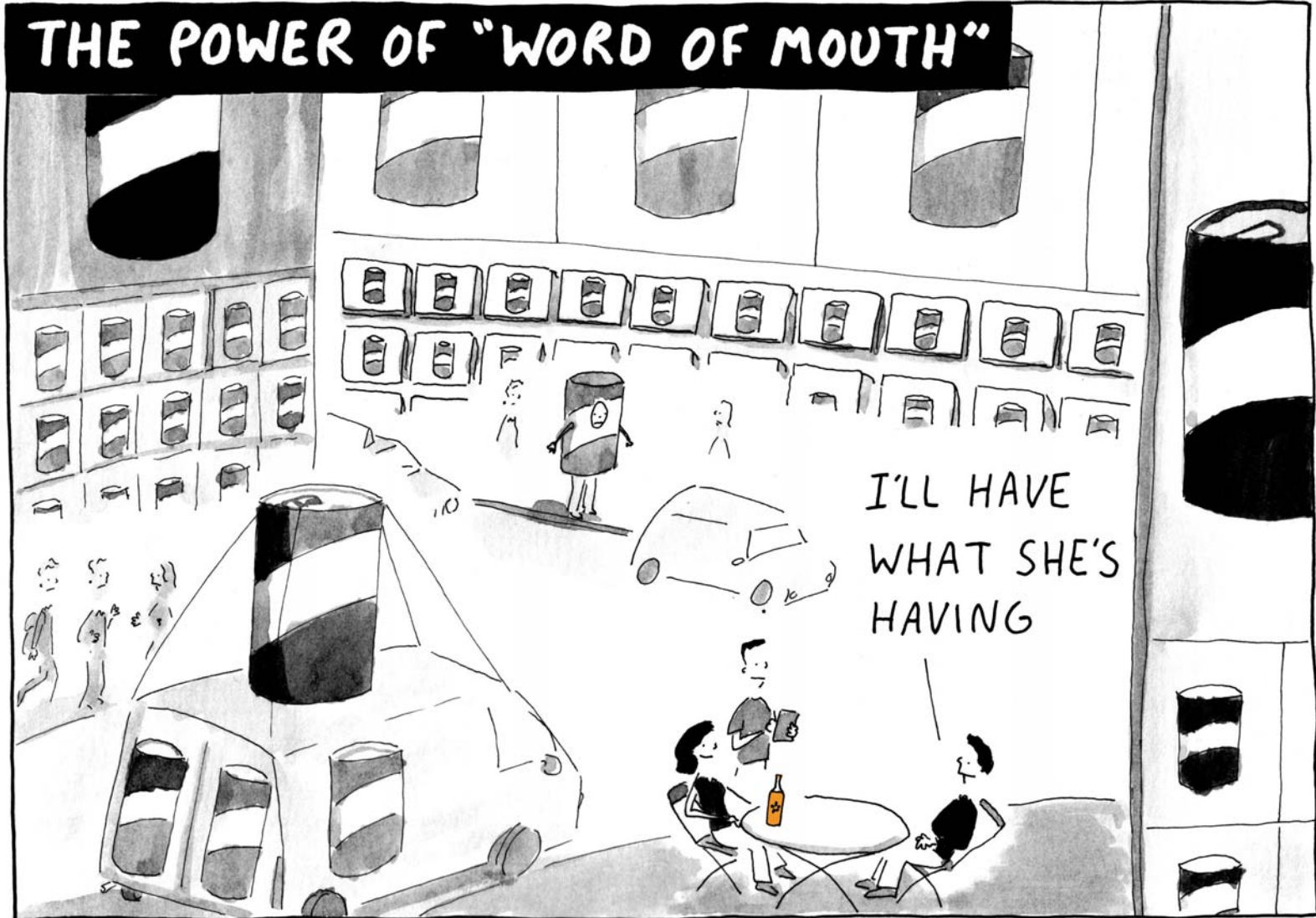
Giving people a reason to talk about your products/services and making it easier for that conversation to take place



Why is WOMM important?

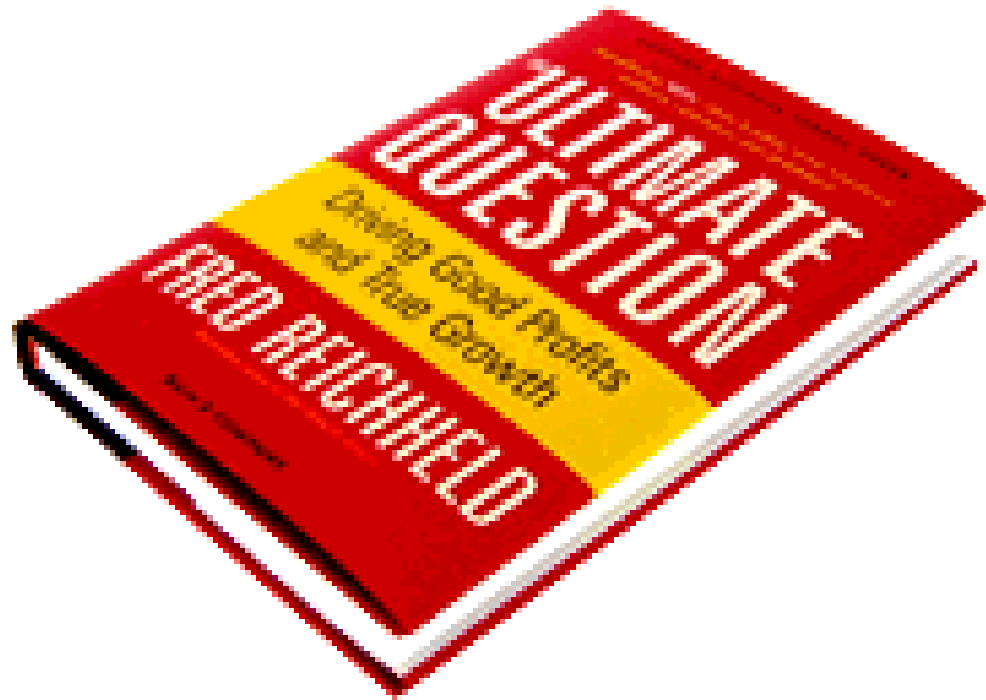
- Loss of trust in institutions and advertising
- The most credible source of information is now “a person like me”



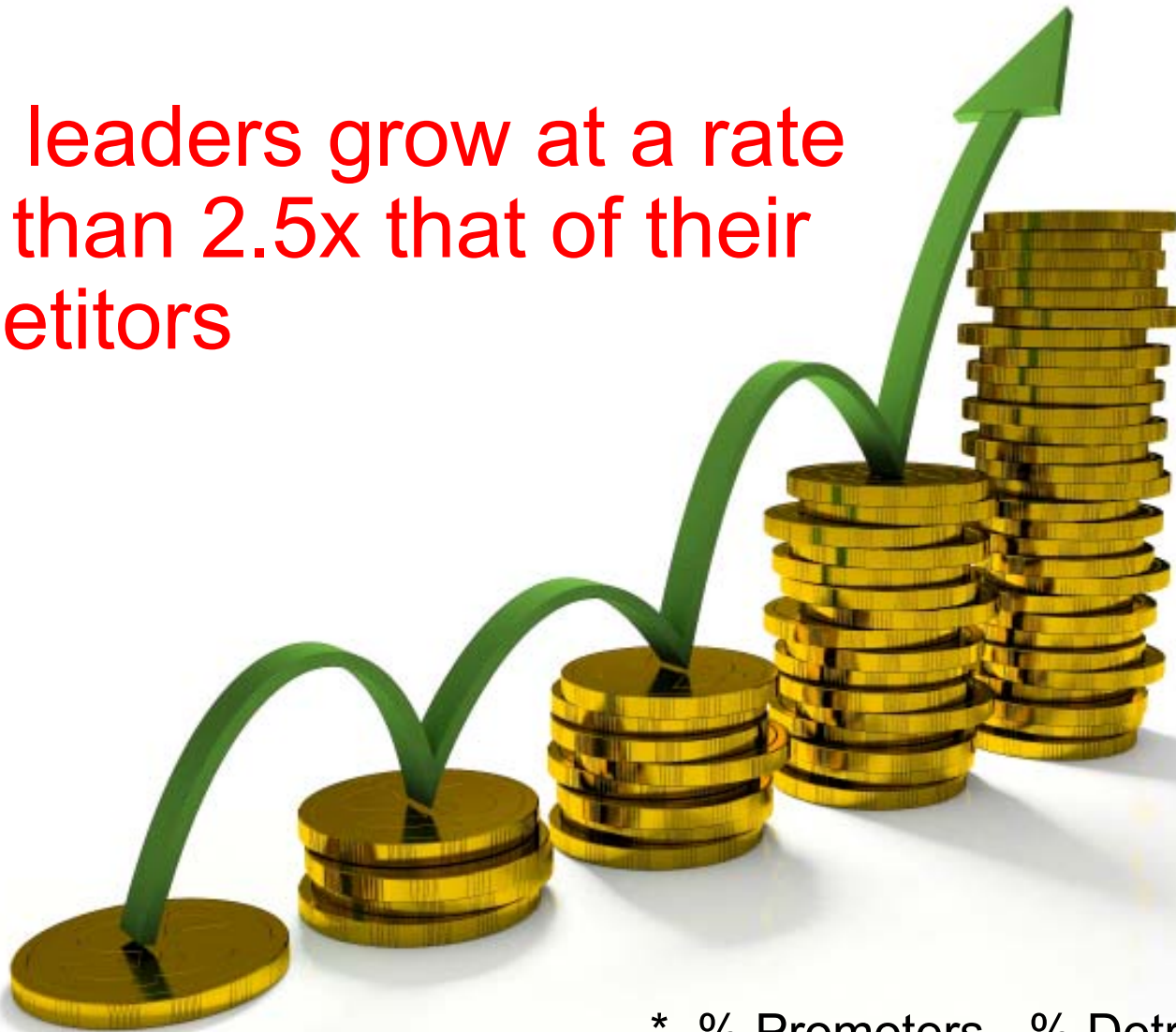


The Ultimate Question . . .

How likely is it that you would recommend ABC certification to a friend or colleague?



NPS* leaders grow at a rate more than 2.5x that of their competitors



* $\% \text{ Promoters} - \% \text{ Detractors} =$
Net Promoter Score (NPS)

Positive WOM – Negative WOM =
Your reputation



A 3D rendered bomb with a lit fuse, set against a red and orange gradient background. The bomb is dark grey with a green stem, and the fuse is yellow and glowing. The text "The Power of Negative WOM" is overlaid in white.

The Power of Negative WOM

Beware of:



Determined Detractors

Reputation Terrorists

Competitive Destroyers

The Competitive Destroyer Strikes!

The Money Grab –

“... **fees should not be collected to pay massive salaries of bureaucrats** who then also require candidates to buy textbooks or self-contained volumes from them. All this is known in the industry as **The Money Grab**.”

“The second **Money Grab** is when **a so-called non-profit exam administrator** charges \$395 + shipping for hard copies of curriculum materials that *could very easily* be distributed to its candidates via PDF format.”

“Again, the driving force for all the money-grabs is to cover all the expenses associated with the size of the bureaucracies. In fact, it has been reported that the compensation packages of the 50 highest-paid employees at ABC Certifying Body are secret for some reason, even while extolling the virtues of transparency and disclosure to its candidates.”

“The XYZ Association is very sensitive to these issues, maintaining budgetary constraints, minimal bureaucracy, a sound business model, and **a pledge to avoid patterns of a pompous attitude toward anyone**.”

Basic Elements of WOMM



Educate people about your products and services



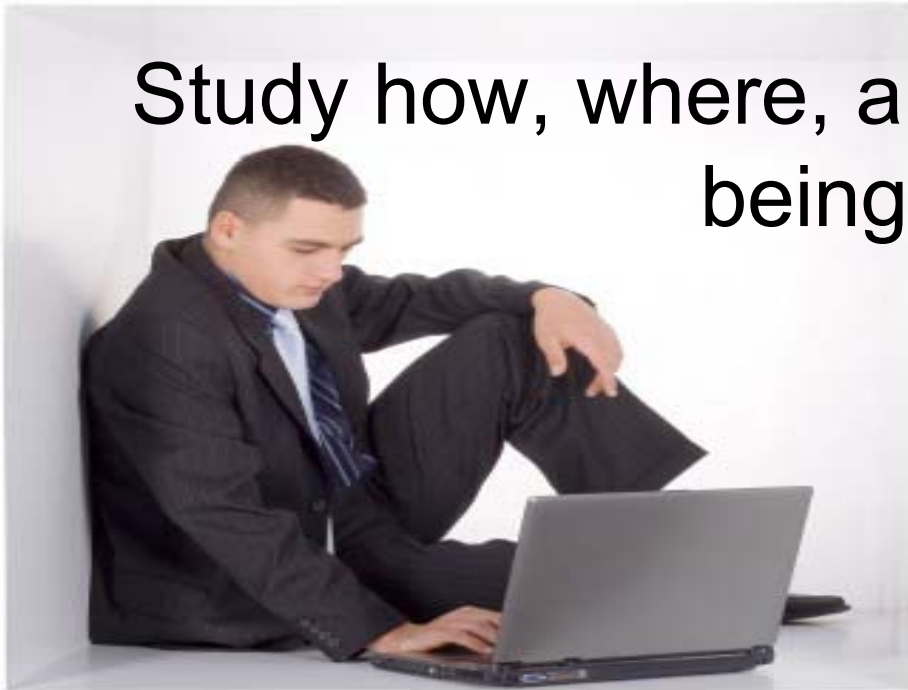


Identify people most likely to share their opinions

**Provide tools that make it easier
to share information**



Study how, where, and when opinions are being shared





Listen and
respond to
supporters,
detractors,
and neutrals

WOMM Techniques



Buzz marketing

Viral marketing

Community marketing

**Evangelist/hub
marketing**

Brand blogging



Buzz Marketing:

High-profile events, entertainment or news that get people to talk about your brand



Six Buzz Buttons

- Taboo
- Unusual
- Outrageous
- Hilarious
- Remarkable
- Secrets



(Mark Hughes, Buzz Marketing)

CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION



Bee
Certified!

"Catch the Buzz..."

The Source & Resource for Construction Financial Professionals

A CFMA CERTIFICATION UPDATE • "CATCH THE BUZZ..."



Bee
Certified



CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION
The Source & Resource for Construction Financial Professionals

July 2003

**CERTIFICATION
TOPICS**

- CFMA's Certification Program Formally Underway
- What's Happening Now?
- President's Message
- News of Note
- FAQs
- Looking for a Speaker on Certification?
- Certification Timeline
- Certification Contributors To-Date

**CFMA'S CERTIFICATION PROGRAM
Formally Underway**

CFMA is developing a national, voluntary, professional certification program for the financial managers of the nation's 70,000 construction companies and the accounting, insurance, surety, banking, legal, and software specialists who support the construction industry.

CFMA's Executive Committee has established the goal of offering the inaugural certification exam in May of 2004, in conjunction with CFMA's Annual Conference & Exhibition in New Orleans.

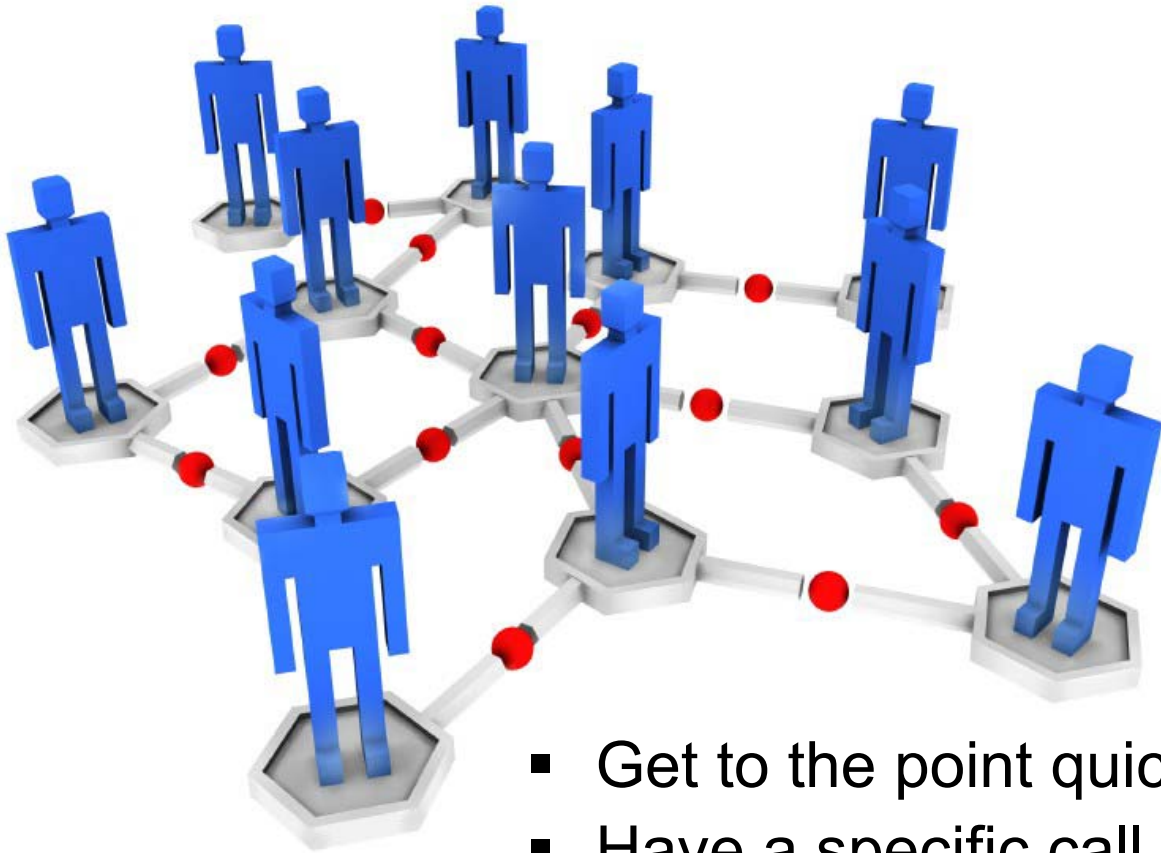


A Certification Oversight Committee has been appointed to coordinate eligibility requirements, governance issues, fundraising, marketing plans, recertification requirements, and the overall strategic direction of



Viral Marketing:

Entertaining or informative messages designed to be passed along in an exponential fashion, often electronically



- Get to the point quickly
- Have a specific call to action
- Package units for mobility
- Keep the tone of the message or prewritten text natural – avoid “sales speak”
- Don’t nag, be intrusive or make customers feel they’re supposed to market for you

Community Marketing:

Forming or supporting communities that are likely to share interests about the brand and related topics





- Provide a welcoming place where customers can socialize
- Make it interactive, interesting and fun
- Use volunteer moderators to foster interaction and lend a face to the community
- Understand the idiosyncrasies of the community and respect the culture



- AthemeX
- Shagate
- BryanF
- john-h-selnes
- pcause
- TK421
- yotaku
- Cornelius E

34,216 online //

[Home](#) [Shows](#) [Media](#) [Wikis](#) [Forums](#) [Playground](#) [Search](#) [ReadMe](#)

> Shows

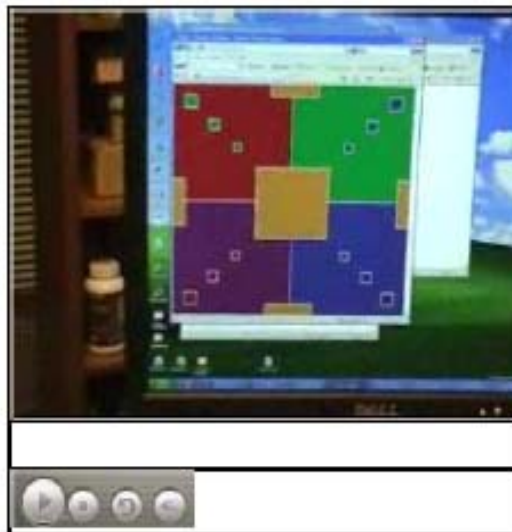
- .NET@Microsoft 1
- ARCast with Ron Jacobs 74
- Behind The Code 2
- Going Deep 26
- IIS Show 6
- InterFace 1
- IT Heroes 14
- The Code Room 3
- The MicroISV Show 6
- The Voice of Support 3
- WM_IN 17

[More Shows...](#)

> Tags

- Visual+Studio 150
- MS+Personalities 136
- Architecture 83
- PDC05 79
- Windows+Vista 72
- ASP.NET 55

> What we're watching [XML](#)



Video Length: 00:37:06

[Full Screen](#)

[Download](#)

Replies: 28 // Views: 4,757

[View](#)

IE7: CSS Support?

Posted by Charles // Wed, May 3, 2006

IE CSS support is a very sticky subject around these parts and out there in the world of web development. A real can o' worms, as they say. Well, how exactly has support for CSS standards improved in IE7? Let's find out, shall we. Join Technical Evangelist Joshua Allen, Architect Yin Xie, and Program Manager Markus Mielke (who also sits on the W3C CSS Standards Committee) as we drill into what's wrong with CSS support in IE6 (and why) and how we'...

[\[Read More\]](#)

Tags: [Internet+Explorer](#)

BrianLL: [#] Great video! It's good to see Microsoft finally moving into the world of CSS and XHTML st...

Rowan: [#] CSS fixes in IE7 haven't been much really, they've only fixed the most requested bugs, bu...

pikattung: [#] Rowan wrote:CSS fixes in IE7 haven't been much really, they've only fixed the most

> Featured



Mashup 101:
Earth Map Co
AJAX (Part I)

> Active Thr

- ChrisA made
- CIA director r
only 1 year?
- Expression W
Designer...

> The Poll

- IE7's CSS Support is
- Great
 - Very Good
 - Good
 - Needs Improvement**



Meet the NetPros

Certifications

	Topic Points
★ xavierchang@hotmail.com	834
★ pkhatri	556
★ josef.oduwu	492
★ ScottMac	477
★ dglhoff	449

[How NetPro Ratings Work](#)

[Top NetPros](#)

[Interview with Top NetPros](#)

Networking Professionals Connection

Career Certifications

[Forum Log In](#) | [My NetPro](#) | [Subscriptions](#) | [Top NetPros](#) | [TechTalks](#) | [Ask The Experts](#) | [Reviews](#)

[Forum Topics](#) > [Conversations](#) > [Outline](#) > Messages

< [Previous Conversation](#) | [Next Conversation](#) >

Certifications: How to pass 640-801

Posted by: [sheri5299](#) - Tech, Sharon Clinkenbeard/Nextel - Dec 19, 2006, 2:04pm PST

Hi, I have recently gone through a local company to study for my CCNA 640-801. I went to take the test and was no way prepared as I thought and really bombed. I've been told to order the complete Boson SW and my question is, what is the best tool or process to really prepare for the exam questions, troubleshooting and simulations? Any info will be helpful.

[Reply](#)

| [Outline](#)

| [Subscribe](#)

| [E-Mail this Message](#)

Conversation Rating: 4.6 (3 votes)

Replied by: ★ [CSCO10892433](#) - Dec 21, 2006, 3:25am PST

Have you ever tried CCNA PrepCenter?

<http://forums.cisco.com/eforum/servlet/PrepCenter;jsessionid=A9110A9B81352B69C1D734D59B543666.SJ1B?page=main>

Not sure it is the "best" tool you want, but it's really a good resource you should not miss.



HOME

LEARNING AND EVENTS

CAREER CERTIFICATIONS AND PATHS

CERTIFICATION RESOURCES

Certifications Community

Career Certification & Paths

Cisco Certifications Community

A Gathering Place for Certified Individuals

Cisco Certifications Community is an exclusive portal for Cisco certified individuals to share knowledge about the certifications program and access Cisco learning tools.



Overview

Discussions

Exam Support

News and Information

Community

Cisco Binary Game



Learn your binary numbers at lightning speed with this fast-paced arcade game. It's so fun, you'll hardly know you're learning!

[Play the Game](#)

[About the Game](#)

[Tell Us What You Think About the Binary Game](#)

[Tell a Friend](#)

Certifications Connect

IP Telephony Certifications

January 25, 2006

Cisco experts review the latest developments with IP telephony. Learn how to prepare for various IP Communications certifications.

[Watch the Show](#)

[View Past Certifications Connect Shows](#)

Help us decide on future show topics

Featur

QoS fo

This QoS descrik
by Cisc
attacks
Qos fo

Quick

[Certific](#)

[Cisco F](#)

[Certific](#)

[Live Ch](#)

Recent

JavaRanch

a friendly place
for Java greenhorns

eXamulator

Big Moose Saloon
JavaRanch FAQ

Home
Bunkhouse
Cattle Drive
JavaRanch Radio
Rules Roundup
JavaRanch Journal
Tack Room
Tool Shed

Campfire Stories
Code Barn
Chicken Coop
Gramps
Granny

Advertise

Saloon Tip Jar!

Google

Search

© www.javaramch.com



The Big Moose Saloon



Mosey on in and pull up a stool.

The Saloon is the place to get your Java questions answered.

Our bartenders keep the peace, and folks are pretty friendly anyways, so don't be shy!

Active Forum Quick Links:

We're cooking up some more stuff for this space, so keep your eyes on it!

-  [JavaRanch Radio](#)
-  [List of Forums](#)
-  [Today's Active Topics](#)
-  [Programmer Certification Study FAQ](#)
-  [Register for the Saloon](#)



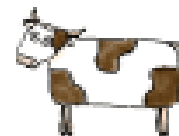
Brush up with our Bunkhouse Books

Head for the Bunkhouse where our Team picks and reviews the latest Java books for you. Pull up by the fire and get reading! [Find out how to win a free book!](#)



Saddle up for the Cattle Drive

Saddle up greenhorn, we're gonna write some actual code. The cattle drive is pretty hard work, but you'll learn Java much faster.



Shine your Star in the Rules Roundup

Test your Java knowledge with the Rules Roundup! Think of it as a certification mock exam, but with cows.

No cows were harmed in the making of Rules Roundup.



Sign up for the JavaRanch Journal!

All the latest from the JavaRanch staff and our guest authors. There are articles, book reviews, news, and giveaways. Don't miss an issue, subscribe today!

Evangelist/Hub Marketing:

Cultivating evangelists, promoters, hubs or volunteers and encouraging them to take a leadership role in actively spreading the word on your behalf





- Help them do what they do best – share information
- Provide a platform, tools and a relevant story worth sharing
- Format the information in bite-size chunks
- Create hooks to engage them
- Invite evangelists “behind the curtain”
- Encourage 2-way conversations, remain open to feedback, and close the loop





SEARCH BLOG

FLAG BLOG

Next Blog»

Create Blog | Sign In

CERTIFIED ASSOCIATION EXECUTIVE

LIVING IN A (C)(6) WORLD

MARCH 22, 2005

13 tips to help you pass the CAE exam

Here is an index to all 13 of my tips to help you pass the CAE exam:

Tip #1: [Take the CAE Immersion Study Course](#)

Tip #2: [Become a 60-year-old white man](#)

Tip #3: [Back to basics](#)

Tip #4: [The Final Four](#)

Tip #5: [Best vs. First](#)

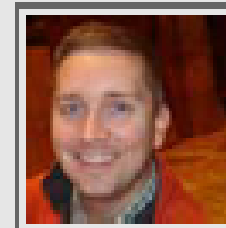
Tip #6: [Best vs. Easiest](#)

Tip #7: [The Leadership Hierarchy](#)

Tip #8: [When the chair DOESN'T intervene](#)

Tip #9: [Be prepared to do some math](#)

HELLO, MY NAME
IS...



BEN
MARTIN,
CAE
RICHMOND,
VA, US

[VIEW MY](#)

[COMPLETE PROFILE](#)

SUBSCRIBE

[Blog & Podcast Feed](#)

[Comments Feed](#)

[Blog & Comments in 1](#)

Blog Marketing:

Creating blogs and participating in the blogosphere, in the spirit of open, transparent communications; and sharing information of value that the blog community (and others) may talk about





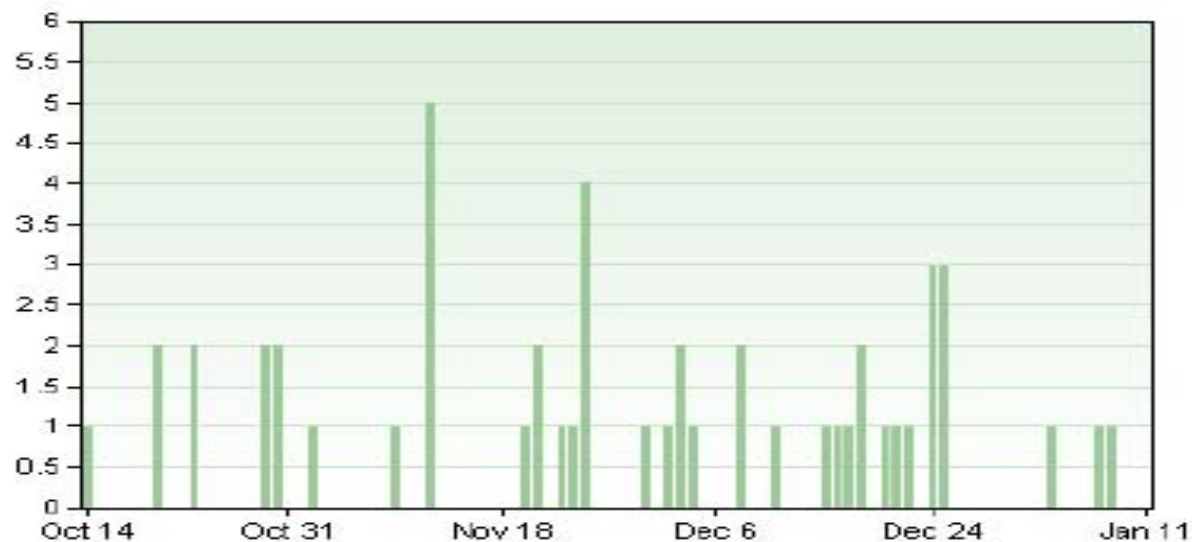
- Write in a consistent, friendly (natural) tone
- Be brief
- Deliver good content (Is it blogworthy?)
- Post frequently (1-2x/week)
- Post fast and first
- Confront criticism head on and quickly, and link to it
- Promote positive news and comments about the brand (and certificant)
- Use tags, pings, syndication, trackbacks, permalinks, blogrolls, and links to other blogs to promote your blog

Joining the Blogosphere:

- Support the conversation of evangelists and promoters - don't try to own them
- Be upfront
- Leverage a current news item or trend
- Speak naturally, not officiously
- Respond to criticism quickly



Posts containing "Certified Association Executive" in all languages on blogs with any authority per day for the last 90 days [Chart It](#)



POWERED BY Technorati

Blog this chart! Use this code to put an automatically updating chart on your site:

```
Posts that contain <a href="http://technorati.com/search/%
```

Top Tags

The top tags used on Certified Association Executive.

[asae](#) [association](#)
[association](#)
[management](#)
[associations](#) [blogging](#)
[blogs](#) [boston](#) [cae](#) [certified](#)
[association](#) [executive](#)
[communities](#) [conferences](#)
[marketing](#) [meetings](#)
[membership](#) [myspace](#) [podcast](#)
[volunteers](#) [wom](#) [asae2006](#)
[exam](#)

Recent Inbound Links

Recent links to Certified Association Executive.

Certified Association Executive

Rank: 150,505 (96 links from 24 blogs) 

 URL: <http://caeexam.blogspot.com>

Updated: 4 hours ago

Favorited by: 0 members 

Blog Info

Favorited By

Tips on how to pass the CAE exam, a diary of my experiences leading up to—and my thoughts on the CAE program and my reflections association management.

Claimed by



[bkmcae](#) (aka Ben Martin)

Member since: 11/16/2005

Most Recent Posts from Certified Association Executive

A quick decision is the right decision

16 hours ago

I'm really happy with this post I made over at Acronym. Hope you like it too. Tagged: Management; Associations; CAE; Certified Association Executive ...

➔ Search the Blogosphere:

Tools Overview

Trend Search

Featured Trends

Conversation Tracker

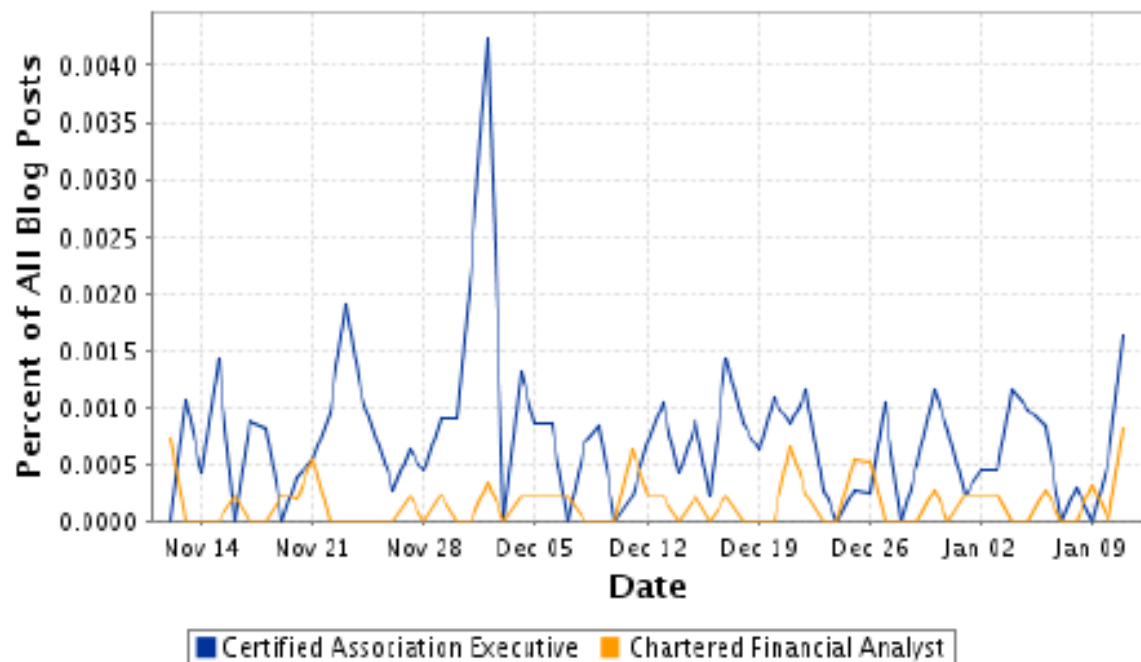
BlogPulse Profiles

Focus on
Technology 

Home > Tools

Trend Results

Generated by BlogPulse Copyright 2006 Nielsen BuzzMetrics.



Search the Blogosphere:

Go

Tools Overview

Trend Search

Featured Trends

Conversation Tracker

BlogPulse Profiles

General Overview



Home > Tools

Conversation Seed: +"Certified Association Executive"

- 12/01/2006 [Don't deny who you are, Ben](#) (from: Certified Association Executive)
- 12/05/2006 [Trust me?](#) (from: Certified Association Executive)
- 12/05/2006 [Automatically Updated to IE7](#) (from: Certified Association Executive)
- 12/08/2006 [Random intersections of technology and associations](#) (from: Certified Association Executive)
- 12/12/2006 [Good buy](#) (from: Certified Association Executive)
- 12/13/2006 [WOM under FTC microscope](#) (from: Certified Association Executive)
- 12/14/2006 [That's the way the ball bounces](#) (from: Certified Association Executive)
- 12/15/2006 [MBA: Mucho Bureaucracy Association](#) (from: Certified Association Executive)
- 12/18/2006 [Book Review: Social Intelligence](#) (from: Certified Association Executive)
- 12/19/2006 [Certification + WOM](#) (from: Certified Association Executive)
- 12/21/2006 [Online collaborative work spaces](#) (from: Certified Association Executive)
- 12/21/2006 [ASAE & The Center's Unplanned Unconference](#) (from: Certified Association Executive)
 - 12/21/2006 [Unprometheus](#) (from: C. David Gammel, High Context Consulting)
- 12/22/2006 [Wiki CAE followup](#) (from: Certified Association Executive)

Want more?

Nielsen BuzzMetrics' [BrandPulse™](#) tool analyzes all forms of consumer-generated media (CGM), including newsgroups, message boards and discussion forums. [Request a demo or more information](#), or call us toll free at 1-877-999-7335

WOMM Readiness Checklist



The right product:

- Is it ready?
- Does it exceed expectations?



Talk-worthiness:

- Is your product talk-worthy?
- Do your customers/stakeholders have a motive or incentive to talk?





Listening:

- Do you know what people say about your product? Your competitors' product?
- Would they recommend it?
- How satisfied are they with credentials in your field, in general?
- Are you proactively tracking what is being said and using a variety of methods to do so?

Leveraging those who buzz:



- Do you know who the evangelists, promoters, hubs, and connectors are?
- Do you have a strategy for finding them and identifying new candidates when they appear?
- Do you have a relationship with them?
- Can you give them the information and tools they need to spread the word?
- Is it easy for customers to talk to you and are you responsive to their comments?

Assessing Negative WOM



Who's talking:

Are they influential? Do they have a social network? Do they have relevant experience?

Where are they talking:

Do these sources have high “dispersion” or index higher on search engines?



How emotional:

Emotion correlates with WOM - Do they feel betrayed?

Search reinforcement:

Do search results appear to validate the buzz? How bad?

Seconding the emotion:

Do other consumers reinforce buzz with evidence, similar opinion, etc.?

(Nielson BuzzMetrics)

