

# Turning Customers into Champions: Marketing as a Team Sport

***Turning Customers  
into Champions:***  
***Marketing as a Team Sport***

*Presented by  
Peggy Barber and Linda Wallace*

Wednesday, December 8, 2010  
12 Noon

*Library Communication Strategies © 2010*

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**Objectives**

- Understand and apply basic WOMM concepts
- Get everyone on your staff involved
- Share key techniques with your colleagues

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# Turning Customers into Champions: Marketing as a Team Sport



***“It’s easy.  
Use the 3 Bs to get  
the word out:  
bars, beauty shops,  
barber shops.”***

*– Liz Cashell, Director  
Henry County Library  
Clinton, MO*

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***Word of Mouth vs.  
Word-of-Mouth  
Marketing***

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***“Marketing is that function of the  
organization that can keep in constant touch  
with the organization’s consumers, read  
their needs, develop products that meet  
these needs, and build a program of  
communication to express the  
organization’s purposes.”***

*– Kotler/Levy*

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# Turning Customers into Champions: Marketing as a Team Sport

## ***Marketing is . . .***

- Organized
- Focused
- Consistent



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## **A TEAM SPORT**



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## ***Key Elements***

- Research
- Plan
- Communicate
- Evaluate

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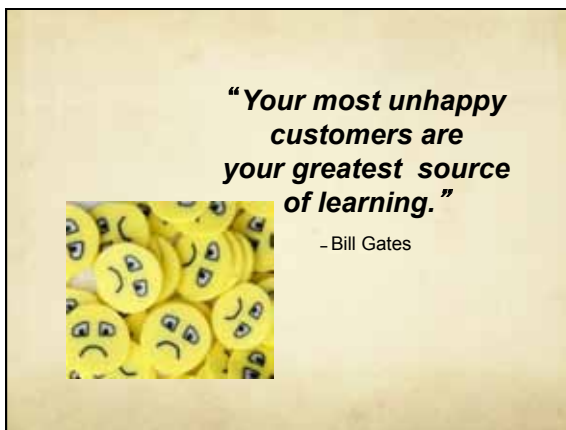
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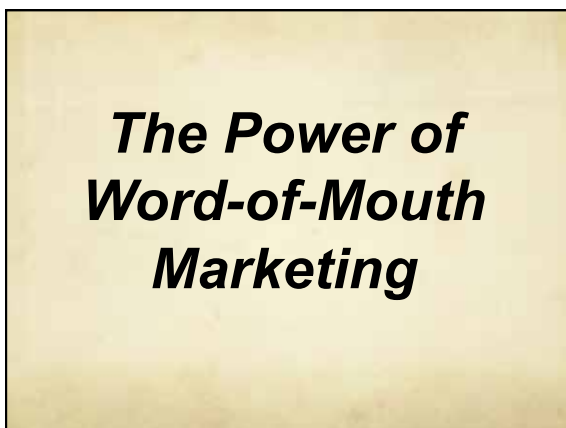
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# Turning Customers into Champions: Marketing as a Team Sport

***Getting people to talk often,  
favorably, to the right people in  
the right way about your product  
is far and away the most  
important thing that you can do as  
a marketer."***

– George Silverman,  
"The Secrets of Word-of-Mouth Marketing"

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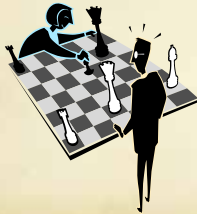
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## ***Word-of-Mouth Marketing***



- Spontaneous
- Intentional

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***"No advertising is  
as trusted  
as the  
spontaneous  
testimony  
of delighted  
customers."***



– Betsy Sanders,  
former vice president,  
Nordstrom

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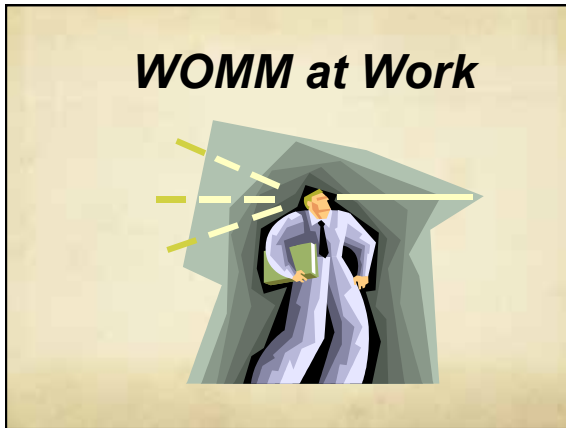
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# Turning Customers into Champions: Marketing as a Team Sport



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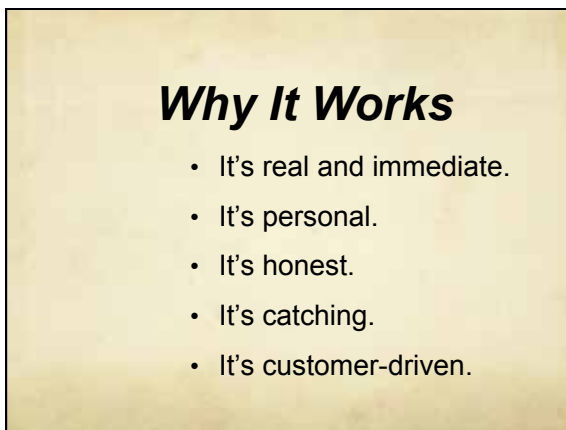
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# Turning Customers into Champions: Marketing as a Team Sport

**1.** A good product. . .  
GREAT customer  
relations!



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**2.** A plan



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**3.** A clear, memorable message



*"Please tell your friends!"*

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## Turning Customers into Champions: Marketing as a Team Sport

4.



A prepared, committed sales force

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5.



People willing to testify

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***“Get someone else to blow  
your horn and the sound  
will carry twice as far.”***

– Will Rogers



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# Turning Customers into Champions: Marketing as a Team Sport

## Going Viral



- Choose the right time and audience.
- Don't send anything you wouldn't want to receive.
- Make it easy and fun.

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## Success!



*"We actually had stories where people said we saved them money, and that was just gold."*

*– Joyce Fedeczko, Director, BP Information Services*

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**10 x 10 x 10...**



**10 x 10 x 10...**

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# Turning Customers into Champions: Marketing as a Team Sport

## Questions



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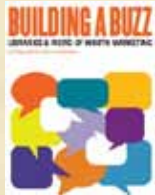
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## Further Reading



Published by ALA Editions  
2010  
ISBN: 978-0-8389-1011-5

Available at:  
ALA Bookstore: <http://www.alastore.ala.org/>  
Amazon: <http://www.amazon.com>

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## Thank you!



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312-649-0028

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