

The Word on Word of Mouth



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BzzAgent, Inc.

Agenda

- Definition of Terms
- Organizing WOM
- Why?
- Ethics and Transparency



Viral Marketing



Buzz Marketing



Shilling: **Evil Marketing**



Why Shill Marketing is Evil

Takes Advantage of Consumer Trust

Hijacks Consumer Attention

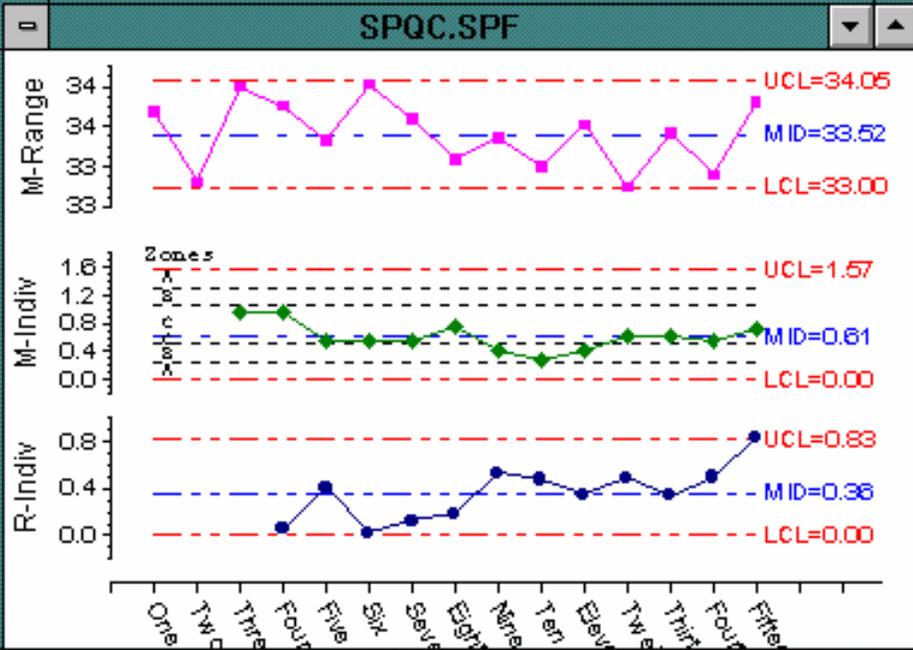
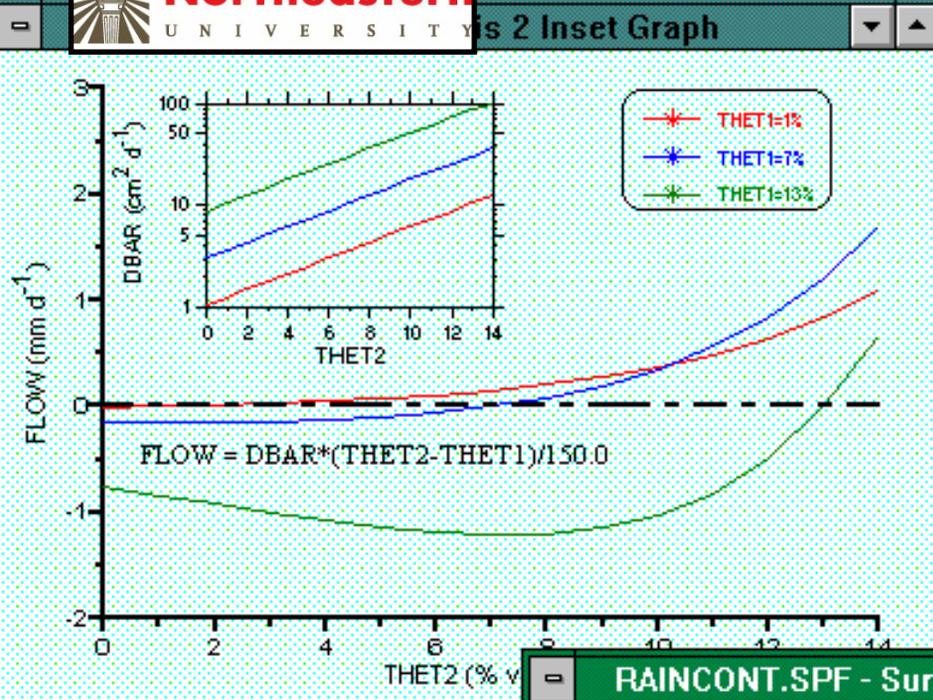
Falsifies Real Experience

Why Shill Marketing is Stupid

It Angers Customers

A large, dense crowd of people, likely at a sporting event, is shown. Many individuals are wearing red and white clothing, including caps and shirts. The crowd is diverse in age and appearance. A white speech bubble with a black outline is positioned in the center-right of the image, containing text. The background is filled with the heads and shoulders of the crowd, creating a sense of a large gathering.

**2/3 of the US
Economy is
Influenced by
WOM**

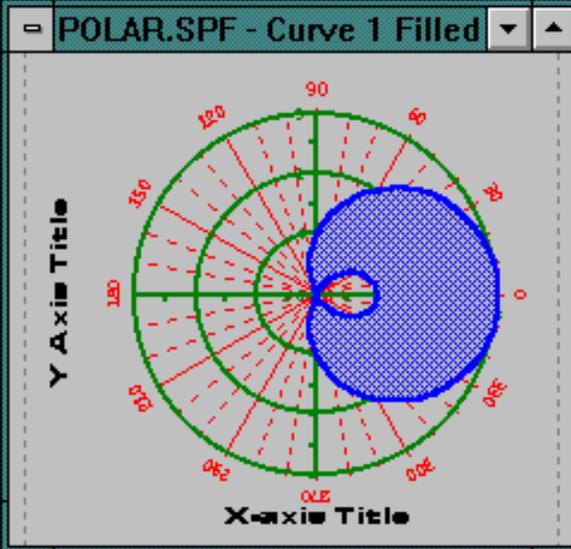
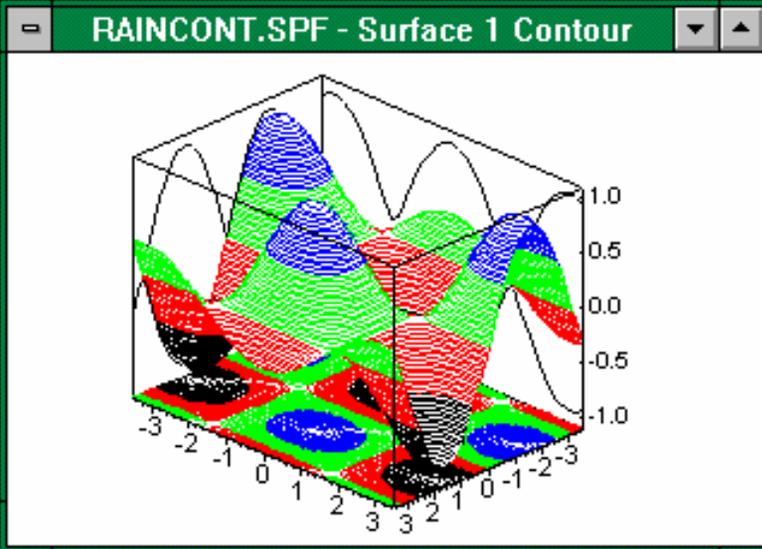


MAKESPQC.SSF

New Graph

Add SPQCchart (TRUE, FALSE, #1, #3, #0, 0.1, "page13a.sdf", TRUE, TRUE, TRUE, #1, #1, #2, #0, 0.1, 0.1, 0.1, 0, FALSE, FALSE, #1, () () () (FALSE, ...)

Select SpqcChart



15%

Of Every Conversation
Includes a Product or Service

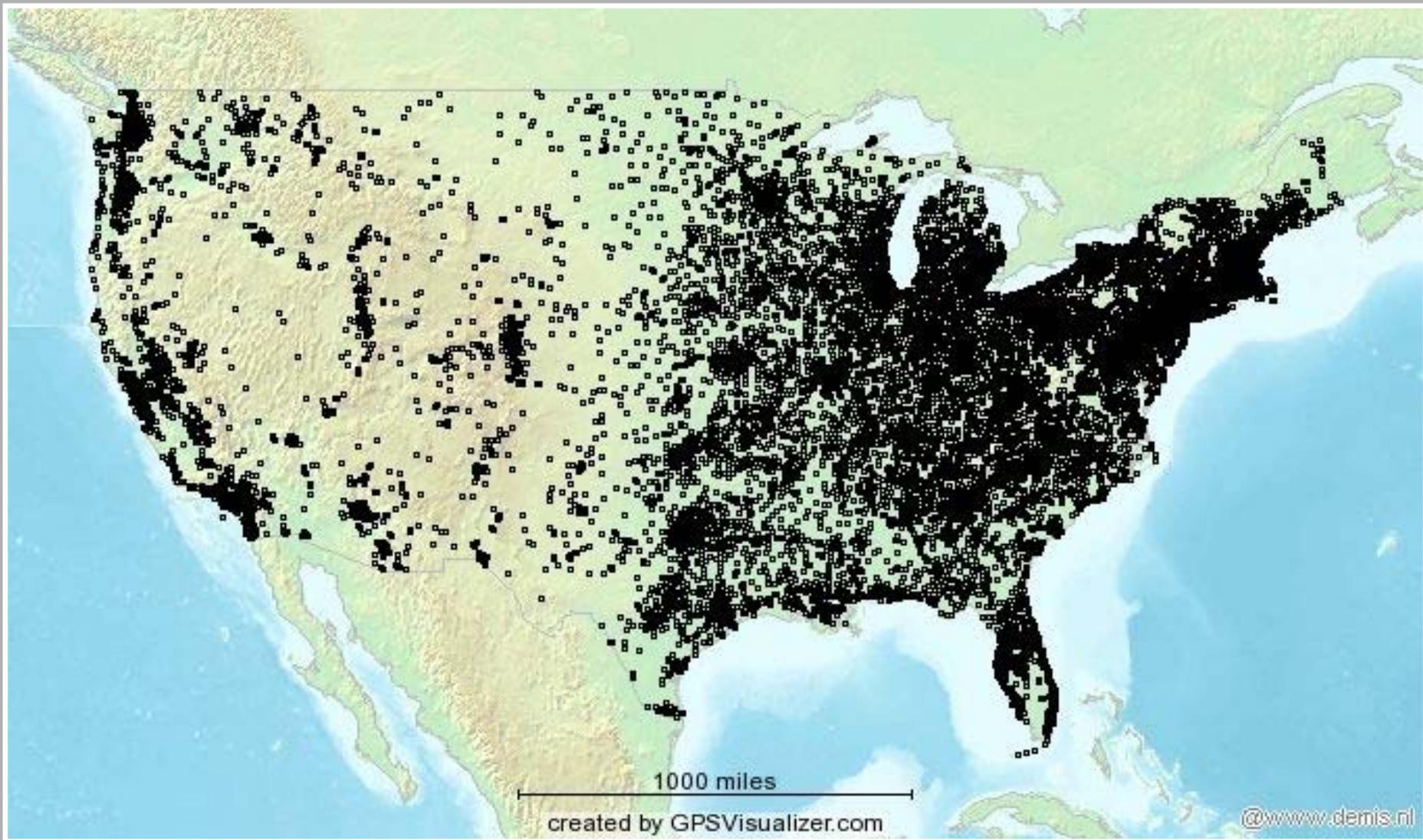


How Do You Create WOM?

4 Steps to Organizing Honest WOM

1. Enlist Volunteers
2. Provide Experiences
3. Educate
4. ~~Apply to the Board~~
Apply to the Board

WHY?



WOM Volunteers Across the U.S.

REMOVE TAR AND ROAD OIL QUICKLY AND EASILY WITH

DU PONT DISSOLVO



There's a job here
open wide right off!
The Du Pont "Dissolvo"
is also ideal for re-
moving old wax and
alkaline polishes.



Per. 85¢

GETS YOUR CAR SO CLEAN IT DRIES ITSELF—

DU PONT CAR WASH



Just sponge it on, then rinse it off.
This scientific de-
tergent removes
all grease and
grime, including
oxidation, without
wiping!



W. No. 75¢

WASH YOUR CAR WITH THE CURVED-TO-FIT

**DU PONT
TURTLE-BACK SPONGE**



This sponge carries 20 times its
weight in wash water,
gives your wheels and
sides a quick, soft, clean wet-
look for better. Also in
black shape—all sizes.

Per size \$1.00

How to keep your car looking its best!

TAKE OFF RUST, KEEP CHROME GLEAMING WITH

DU PONT CHROME POLISH



Removes corrosion and dissolves
scale from bumpers,
door handles, trim,
headlight frames, and
radiator grills. Then
a quick wipe leaves
metal sparkling.



Per. 60¢

BUSK A "NEW" LOOK ONTO FLOOR MATS
AND TIRES WITH

DU PONT TIRE BLACK



Gives grey-looking floor mats
and tire casings the rich, black
look of new rub-
ber. Just brush it
on. The finishing
touch to polish jobs!



Per. 85¢

You SHINE as you CLEAN
with **DU PONT No. 7 POLISH**—
in much less time!



IT'S THE ONLY POLISH WITH WORK-SAVING
METHYL CELLULOSE! Exclusive stroke-saving for-
mula not only cleans while it shines—it saves 1/3 of the
cleaning. And no other non-erosion polish, no matter
what it costs, gives long-lasting finish beauty. Made by
Du Pont—makers of most auto finishes. Ask for Du Pont No. "7" Polish. Per. \$1.00

**Du Pont
No. 7 Products**

FROM CHEMICAL RESEARCH... FOR EXTERIOR CAR CARE



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



Prices shown are suggested retail prices.



FOR YOUR "COFFEE BREAK"



AFTER-SCHOOL SNACKS



HIT OF EVERY PARTY



DESSERT TREAT!



Everyone agrees

Dixie Cream
DONUTS



are THE WORLD'S FINEST!

"For a fresh way to eat better . . ."



2 KFC BREASTS
LESS FAT
THAN 1 WHOPPER®

SKINLESS ONLY
3 GRAMS
OF FAT PER PIECE



Under pressure from the Children's Advertising Review Unit, KFC agreed to pull this fried chicken ad from TV. The ad gives the impression that KFC chicken is healthy, however it contains high amounts of sodium and cholesterol-2.



32%

“Too many Ads”

When I moved to LA from Chicago, I found my optometrist, my hair salon, the local hot spots, great restaurants, and local shopping hubs by word of mouth.

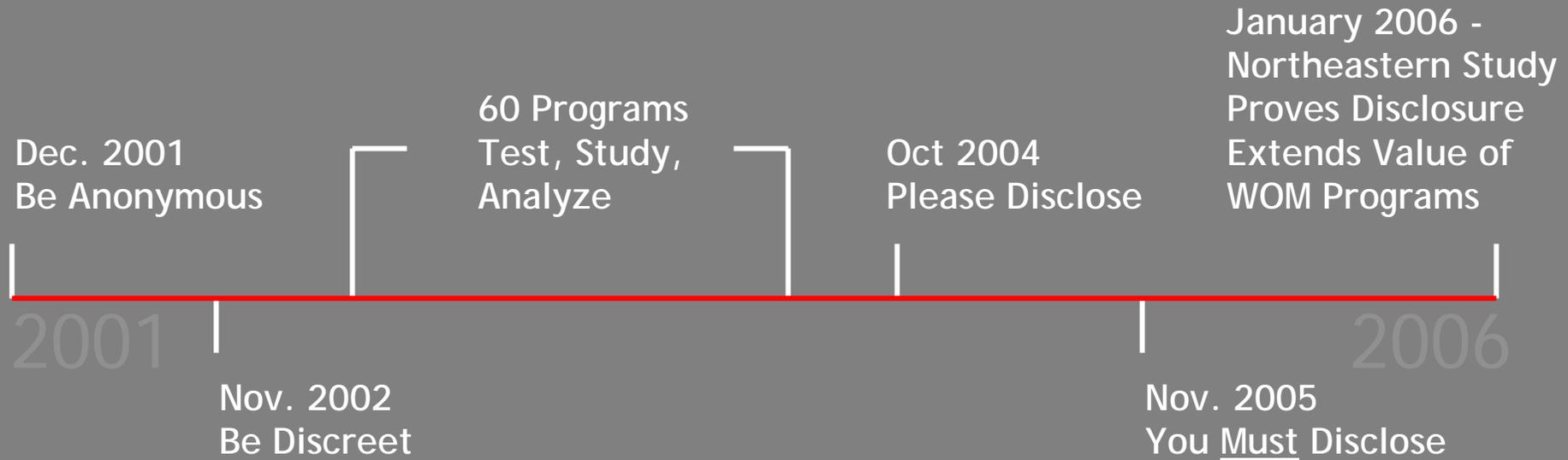
The opportunity to read new books, try new jeans (that I really do love!!!), and pass on the information that would occur naturally seems too easy.

Why am I a BzzAgent? Everyone is a BzzAgent in theory, I am just lucky enough benefit from the practice."

- BzzAgent Maria 1234

Ethics and Transparency

History of WOM Disclosure



Key WOM Principles

100% Voluntary
No Scripting
No Cash

Invitations, not Auto-Enrollment
Positive and Negative
Disclose, Disclose, Disclose

Teen Marketing Policies



90 Days of BzzAgent

The Butman Experiment

Thu 23
Mar
2006

Regulation in a Frontier Industry

Posted by John Butman under [Rant](#) ([edit this](#))

Yesterday, an article appeared in the April edition of *Inc.* magazine called “Lies, damn lies, and word of mouth.” That headline makes it pretty clear where the writer, Mike Hofman, stands. He explores the issues of stealth, viral, buzz, and word-of-mouth marketing and the actions of various groups to try to regulate this slightly bizarre, nascent little industry.

The regulation struggle seems to have begun in earnest last October when Gary Ruskin, the executive director of Commercial Alert, a not-for-profit organization, sent a letter to Donald Clark, secretary of the Federal Trade Commission (FTC). In the 6-page letter, Ruskin asked the FTC for an “[investigation of companies that conduct so-called ‘buzz marketing’](#)”, which is a technique by which corporations seek to influence buying decisions, often by stealth.”

According to its website, the mission of Commercial Alert is “protecting communities from commercialism”. Ralph Nader is a co-founder. Juliet Schor, well-known author and

What is This?



Name: John
Butman

Location: Inside
BzzAgent's Offices

This is a 90-day experiment in organizational transparency.

In December 2005, BzzAgent received \$13.8 million in venture capital, and has now reached a critical point in its development – the company will double its staff from 47 to