Let Your Fingers Do The Talking: Using Word Of Mouth Advertising On The Internet

Godfrey Harris

Google Answers: Best website promotion 28 Oct 1999. In Let Your Fingers Do The Talking: Using Word Of Mouth Advertising On The Internet, author, public policy consultant, and marketing analyst Godfrey Harris discusses the importance of word-of-mouth advertising. He argues that in today's digital age, consumers are more likely to be influenced by recommendations shared on social media, blogs, and other online platforms. Harris emphasizes the power of customer testimonials and reviews in shaping consumer behavior and provides strategies for businesses to tap into the power of word-of-mouth advertising.

Harris also highlights the role of viral content and social media in spreading word-of-mouth messages. He encourages businesses to create engaging content that is shareable and encourages customers to talk about their experiences. He stresses the importance of fostering a positive online reputation and provides guidance on how to handle negative feedback in a constructive manner.

In addition to these insights, Harris also shares tips on how to measure the effectiveness of word-of-mouth efforts and how to track the impact of customer referrals on business growth. Overall, Let Your Fingers Do The Talking: Using Word Of Mouth Advertising On The Internet is a valuable resource for business owners and marketers looking to leverage the power of word-of-mouth advertising in the digital age.
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