

## How Stable is the Social Network You're Depending Upon?



If you are to believe the prevailing wisdom, the only word of mouth that a marketer must pay attention to circulates online. Manage your mass media presence, and maintain a healthy relationship with that handful of most influential bloggers, those key Tweeters who have thousands of followers, and those individuals with the largest Facebook fan bases, and some would say, you've done your job.

### Not so fast – This just in

Two years ago it was reported that a full 92% of word of mouth “conversations” actually occur offline. If you view that as outdated news, consider the recent study (August, 2010) from *The Nielsen Company*. *While Americans may be spending a lot of time online, they are also increasing cell-phone activity as well. Nielsen reports that the average American female now talks over 850 minutes a month while the average male is spending over 660 minutes on his cellphone each month. And this seemingly is not a trend that's going away anytime soon. Seventy-five percent of 12-17-year-olds now own cell phones, (up from 45% in 2004) and are building lifetime habits. Those teens, as well as 18-24 and even 25-34 year olds not only talk (632, 981 and 952 minutes respectively per month) but they text to one another as well. Nielsen figures show the teens sending 90+ text messages EVERY DAY, with the 18-24 year olds sending 43 per day and 25-34 year olds averaging a mere 592 text messages each month (just under 20 per day).*

### Identifying & Arming Customer Advocates

You can't count on traditional media alone to manage your image. There are just too many people talking and writing about their experiences with your brand on bandwidth that's cheap and nearly endless. Additionally there is no such thing as an “average” customer. In reality some of those customers are actually doing most of the talking, and it may not all be as positive as you would like.

Customer Experience Partners has a unique tool called *Identifying & Arming Customer Advocates*. It identifies your individual customers who are most motivated to communicate positively about your brand, and provides them with the content and the opportunities, thereby generating more positive word of mouth (through whichever medium they prefer). To learn more, visit our website or call us to discuss.

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PARTNERS

P.O. Box 574  
Allendale, NJ 07401  
Phone: 203-655-0090  
Email: [pruden-vavra@customerexperiencepartners.com](mailto:pruden-vavra@customerexperiencepartners.com)

Unsubscribe: [unsubscribe@customerexperiencepartners.com](mailto:unsubscribe@customerexperiencepartners.com)