

Stan Milam Show, WCLO

Guest Host: Jim Licht

April 1, 2009 interview with Tracy Douglas,
Marketing Consultant with *The Write Call*

Tracy: In addition, another cost saving thing that you can do, is, especially right now, rely on word of mouth marketing. To me this is one of the most important things that you can possibly be doing. I know that isn't advertising per se but marketing is about creating relationships and building these relationships that will provide value for both the customer and for you and for the business. And word of mouth is a spectacular way to do this.

Jim: And in a lot of cases the most credible.

Tracy: And the most effective, the most powerful. No doubt about it. One of the local businesses here, Mocha Moment. Now I've been looking around a lot at the advertising and checking into what's going on in the local market. And what I find spectacular about Mocha Moment is that since I've moved here, I must have had maybe six or seven people say, "Come meet me at Mocha Moment. It's the best place around. Steve's fantastic." Completely word of mouth. He didn't have to advertise to me. He had his fans, his customers tell me where I needed to go. And since then, I tell you what, I think Steve's doing such a spectacular job over there because he's got it all down. He builds his relationships with his customers in such a way as it makes them not want to go anywhere else. And that's really the goal. That's what you want to accomplish.

Jim: Boy, you're going to get free coffee for a year after that. But it does hammer home an important point. That once your advertising has brought them to your door, you need to make the customer experience so good that you will keep them. It just amazes me when I hear people say, "Oh yeah, the advertising brought people here, but they didn't buy anything."

Tracy: Right.

Jim: Whose fault was that?

Tracy: There's a spectacular book called *The Psychology of Influence*, I believe, by a psychologist named Robert Cialdini. And he identified five factors of influence, and one of them is likability. And Steve's got that in spades over there, you know, absolutely...