Contagious How To Build Word Of Mouth In The Digital Age 1

contagious how to build word of mouth in the digital age 1 has transformed the way brands and businesses approach marketing. In a world where information spreads rapidly through social media, online reviews, and viral content, understanding how to ignite and sustain word of mouth has become essential for success. Unlike traditional advertising, which relies on paid placements, word of mouth leverages organic sharing and genuine engagement. This article explores comprehensive strategies to build contagious momentum for your brand in the digital age, ensuring your message resonates, spreads, and influences your target audience.

The Importance of Word of Mouth in the Digital Era

Why Word of Mouth Matters

Word of mouth (WOM) remains one of the most credible and cost-effective forms of marketing. In the digital age, consumers heavily rely on peer recommendations, online reviews, and social media chatter before making purchasing decisions. According to studies, approximately 92% of consumers trust recommendations from friends and family over other forms of advertising. Digital platforms amplify this effect, making it easier for positive or negative experiences to reach a broad audience rapidly.

The Shift from Traditional to Digital Word of Mouth

Traditional word of mouth was limited by geography and personal networks. Today, digital channels—such as social media, review sites, and forums—allow opinions to go viral across the globe within minutes. This shift necessitates a strategic approach to foster positive conversations and manage your brand reputation online.

Understanding the Psychology Behind Sharing

What Makes Content Contagious?

For content or ideas to become contagious, they must tap into fundamental human psychology. According to Jonah Berger, author of "Contagious: Why Things Catch On," six key STEPPS make content more likely to be shared:

1. **Social Currency:** People share things that make them look good or in-the-know.
2. **Triggers:** Top-of-mind cues that remind people to share or think about your brand.
3. **Emotion:** Content that evokes high-arousal emotions (like awe, excitement, or anger)

is more likely to be shared.
4. **Public:** Making behavior more observable encourages imitation and sharing.
5. **Practical Value:** Useful information or tips motivate sharing to help others.
6. **Stories:** Embedding messages within compelling narratives increases memorability and sharing propensity.

Understanding these drivers helps craft content that naturally encourages sharing, spreading your message organically.

Strategies to Build Word of Mouth in the Digital Age

1. Create Remarkable and Shareable Content

Content is at the heart of digital word of mouth. To stand out:

1. **Focus on Storytelling:** Develop narratives that resonate emotionally and are memorable.
2. **Use Visuals:** Incorporate high-quality images, infographics, and videos to increase engagement.
3. **Offer Practical Value:** Share tips, hacks, or insights that your audience finds useful.
4. **Incorporate Humor or Surprise:** Content that entertains or shocks tends to be shared more.

By consistently producing high-quality, engaging content, your brand becomes more likely to be talked about.

2. Leverage Social Proof and Influencers

Social proof enhances credibility and encourages sharing:

1. **Collect and Showcase Reviews:** Display positive customer reviews prominently.
2. **Partner with Influencers:** Collaborate with influencers who align with your brand to reach wider audiences.
3. **Share User-Generated Content:** Encourage customers to share their experiences and feature this content on your channels.

Influencers and user-generated content act as endorsements, making your brand more contagious.

3. Engage Actively with Your Audience

Building word of mouth isn't just about broadcasting; it's about meaningful engagement:

1. **Respond Promptly:** Address questions, comments, and reviews to foster trust.
2. **Start Conversations:** Use polls, quizzes, and open-ended questions to encourage dialogue.

3. **Personalize Interactions:** Tailor responses to make customers feel valued.

Active engagement makes your audience more invested and likely to advocate for your brand.

4. Create Share Incentives and Campaigns

Encourage sharing through specific campaigns:

1. **Referral Programs:** Offer rewards for customers who refer friends.
2. **Exclusive Content or Discounts:** Provide special offers in exchange for shares or mentions.
3. **Contests and Challenges:** Launch social media contests that incentivize sharing content or tagging friends.

Incentives motivate your audience to spread the word further.

5. Use Triggering Content and Environmental Cues

Make your brand top-of-mind:

1. **Align Content with Daily Routines:** Create content that connects with common triggers or routines.
2. **Leverage Seasonal and Cultural Events:** Tie campaigns to holidays or trending topics for increased visibility.

Effective triggers prompt spontaneous sharing and conversations.

Measuring and Sustaining Word of Mouth Growth

Key Metrics to Track

To evaluate your efforts:

1. **Share of Voice:** How much your brand is being talked about compared to competitors.
2. **Engagement Rates:** Likes, comments, shares, and mentions.
3. **Referral Traffic:** Visitors coming from shares or social media.
4. **Net Promoter Score (NPS):** Customer willingness to recommend your brand.

Regular monitoring helps refine strategies and amplify successful tactics.

Maintaining Momentum

Building initial buzz is crucial, but sustaining word of mouth requires:

1. **Consistent Content Creation:** Keep producing engaging, shareable content.

2. **Community Building:** Foster a loyal community around your brand.
3. **Listening and Adapting:** Stay attentive to customer feedback and trends.
4. **Managing Reputation:** Address negative feedback promptly to preserve trust.

Long-term success hinges on continuous engagement and authenticity.

Case Studies of Successful Word of Mouth Campaigns

Airbnb's Viral Growth

By leveraging user-generated content and storytelling, Airbnb created a community-driven platform where hosts and guests share their experiences. Their campaigns focused on personal stories, making the brand relatable and shareable across social media.

Blendtec's "Will It Blend?" Series

This innovative video series demonstrated Blendtec blenders' power by blending unexpected items. The humorous and surprising content quickly went viral, boosting sales and brand awareness through organic sharing.

Glossier's Community-Driven Approach

Beauty brand Glossier built its reputation on customer engagement and user content. Encouraging customers to share their looks and reviews fostered a sense of community and authenticity, fueling word of mouth.

Conclusion: Building a Contagious Brand in the Digital Age

Creating contagious buzz in today's digital landscape requires more than just clever marketing; it demands understanding human psychology, crafting shareable content, engaging authentically, and leveraging social proof. By applying the principles outlined—such as storytelling, emotional engagement, strategic partnerships, and active community management—your brand can foster organic word of mouth that amplifies your reach and impact. Remember, in the digital age, authenticity and value are the currency of contagiousness. Invest in meaningful interactions, produce remarkable content, and cultivate a community that loves to share your story. The result will be a brand that not only catches on but also sustains its contagious momentum over time.

Contagious: How to Build Word of Mouth in the Digital Age is a seminal work by Jonah Berger that explores the science behind why some ideas, products, and messages spread rapidly while others languish in obscurity. In an era dominated by social media, instant communication, and digital connectivity, understanding how to craft content that

becomes contagious is more vital than ever for marketers, entrepreneurs, and brand strategists. This book distills complex psychological and social principles into actionable insights, offering a roadmap for creating messages that resonate, engage, and ultimately go viral. In this comprehensive review, we will delve into the core concepts of Berger's framework, analyze their applicability in the digital age, and provide a detailed exploration of strategies to foster word of mouth (WOM) in an interconnected world. The discussion will be structured to cover the six STEPPS (Social Currency, Triggers, Emotion, Public, Practical Value, Stories) that Berger identifies as key drivers of contagiousness, while also examining the broader context of digital platforms, consumer behavior, and content dissemination.

Understanding the Fundamentals of Contagiousness

Why Do Some Ideas Spread and Others Don't?

The fundamental question that Berger addresses is why certain ideas, products, or messages become contagious, while others fade into obscurity. Traditional advertising often relies on paid media to reach audiences, but in the digital age, organic word of mouth has become a more powerful and authentic driver of growth. The reason is simple: people trust recommendations from friends and peers more than advertisements. Consequently, crafting messages that naturally encourage sharing has become a strategic imperative. Berger's research shows that contagious content is not merely a matter of luck but can be systematically designed by understanding human psychology and social dynamics. Successful contagiousness hinges on the concept that people share things that make them look good, that are relevant to their environment, and that tell a compelling story. The challenge lies in translating these insights into practical strategies suited for the fast-paced, interconnected digital landscape.

The STEPPS Framework: Six Principles to Foster Word of Mouth

Berger organizes the core drivers of contagiousness into six categories, collectively called STEPPS. Each principle offers insights into how to craft messages, products, or content that are more likely to be shared in the digital age.

1. Social Currency

Definition: People share things that make them look good, smart, or in-the-know. Digital Context: In social media platforms, users often share content that enhances their online persona. Whether it's a clever meme, an insightful article, or a unique product discovery, the key is to make the sharer seem interesting or valuable. Strategies: - Create content that is exclusive, novel, or surprising. - Incorporate insider knowledge or

behind-the-scenes insights. - Encourage users to share their experiences, such as unboxing videos or personal testimonials. Analysis: In the digital realm, social currency is amplified through platforms like Instagram, TikTok, and Twitter, where personal branding is central. Brands that facilitate sharing moments that elevate the user’s status tend to generate more organic buzz.

2. Triggers

Definition: Ideas that are top-of-mind are more likely to be shared. Digital Context: Triggers are cues in the environment that remind people of a message or product. In the digital age, triggers are often linked to daily routines or popular content themes. Strategies: - Tie your message to recurring events or seasonal themes. - Use memorable hashtags or memes that keep your message visible. - Leverage content that naturally associates with common triggers (e.g., coffee with morning routines). Analysis: For example, the "Ice Bucket Challenge" became a trigger linked to awareness for ALS, driven by social media prompts. Digital triggers can be designed to be integrated into daily habits, increasing the likelihood of sharing.

3. Emotion

Definition: Content that evokes strong emotions is more likely to be shared. Digital Context: Emotional responses—be they joy, anger, awe, or amusement—drive engagement and sharing. Viral videos and memes often tap into these emotional triggers. Strategies: - Craft stories or messages that evoke empathy, humor, or inspiration. - Use visual and narrative elements that amplify emotional impact. - Address universal themes that resonate broadly. Analysis: Emotional content spreads rapidly online because it connects on a personal level, prompting users to share as a way to express their feelings or beliefs.

4. Public

Definition: Making behavior or products visible encourages imitation and sharing. Digital Context: Public displays of behavior—such as sharing a post or using a hashtag—make actions observable and replicable. Strategies: - Design shareable content that is easy to distribute. - Encourage visible participation, such as challenges or user-generated content. - Leverage social proof to demonstrate popularity. Analysis: The viral nature of certain campaigns, like the "ALS Ice Bucket Challenge," was driven by public participation that was visible and easy to showcase online.

5. Practical Value

Definition: People share useful or helpful information. Digital Context: Sharing tips, tutorials, or life hacks is common in the digital space, especially when the content

provides immediate value. Strategies: - Produce content that solves problems or offers insights. - Create shareable resources like infographics, checklists, or how-to guides. - Highlight practical benefits clearly. Analysis: Content that offers tangible value tends to be shared more because it benefits the sharer and the recipient, fostering trust and credibility.

6. Stories

Definition: Embedding messages within compelling stories makes them more memorable and shareable. Digital Context: Narratives are powerful tools for engagement. In digital storytelling, brands craft narratives that resonate emotionally and are easy to retell. Strategies: - Develop brand stories that evoke emotion and meaning. - Use storytelling to frame products within larger cultural or social issues. - Encourage consumers to share their own stories related to the brand. Analysis: When a message is embedded within a compelling story, it becomes more than just information—it becomes part of a larger narrative that people want to talk about and share.

Building Word of Mouth in the Digital Age

While Berger’s STEPPS framework provides foundational principles, applying these in the fast-evolving digital landscape requires a nuanced understanding of modern platforms, consumer behaviors, and technological trends. Here, we explore strategies and considerations for effectively fostering contagiousness online.

Leveraging Social Media Platforms

Platform-Specific Strategies: - Instagram and TikTok: Visual storytelling, challenges, and influencer collaborations boost visibility. - Twitter: Real-time engagement, trending hashtags, and witty commentary facilitate rapid sharing. - Facebook and LinkedIn: Community building and targeted content foster trust and sharing within specific networks. Best Practices: - Use platform algorithms to your advantage by encouraging engagement. - Incorporate share buttons and prompts within content. - Engage with user comments and participatory campaigns to deepen involvement. Analysis: Each platform has unique affordances; understanding these allows brands to craft tailored messages that maximize contagiousness.

Creating Shareable Content

Types of Content: - Viral videos and memes that evoke emotion. - Infographics and data visualizations that demonstrate practical value. - User-generated content that fosters community and public visibility. Tips for Content Creation: - Keep content authentic and relatable. - Use humor or surprise elements to increase shareability. - Incorporate calls-to-action that encourage sharing. Analysis: Authenticity remains key; consumers are

adept at detecting insincerity, and sharing is often a reflection of genuine endorsement.

Harnessing Influencers and Ambassadors

Role of Influencers: - Amplify messages through trusted voices. - Provide social proof that increases public visibility. - Drive emotional engagement through storytelling. Strategies: - Partner with micro-influencers for niche credibility. - Encourage authentic storytelling rather than scripted promotion. - Use influencer campaigns to create triggers linked to trending topics. Analysis: Influencers serve as catalysts for contagiousness, especially when their authenticity aligns with the brand message.

Fostering Community and Engagement

Building Communities: - Create online groups or forums centered around shared interests. - Organize challenges or contests that incentivize sharing. - Promote user participation in content creation. Benefits: - Enhances practical value and social currency. - Increases visibility and public presence. - Facilitates organic word of mouth as community members share within their networks. Analysis: Community-driven strategies create a self-sustaining cycle of sharing and engagement, vital in the digital age.

Challenges and Ethical Considerations

Potential Pitfalls: - Virality can be unpredictable; not every campaign will succeed. - Overemphasis on shareability may lead to superficial or inauthentic content. - Ethical concerns around manipulation, privacy, and misinformation. Navigating Ethical Boundaries: - Prioritize authenticity and transparency. - Respect user privacy and avoid manipulative tactics. - Foster positive narratives that align with societal values. Analysis: Building word of mouth ethically not only sustains brand reputation but also fosters genuine trust and loyalty.

Conclusion: Crafting Contagiousness for Long-Term Success

In the digital age, understanding the science of contagiousness is integral to effective marketing. Jonah Berger’s "Contagious" provides a robust framework rooted in psychological principles and social dynamics, emphasizing that sharing

The way people search for knowledge has changed significantly over the past decade. Access to information is no longer limited by physical shelves, store availability, or opening hours. Today, being able to download ***Contagious How To Build Word Of Mouth In The Digital Age 1*** has become an important part of how individuals learn, research, and develop new perspectives.

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Organization simplifies long-term use. Files can be categorized, backed up, and stored securely. Even after extended periods, returning to ***Contagious How To Build Word Of Mouth In The Digital Age 1*** feels familiar rather than overwhelming.

Environmental considerations also influence reading choices. Reduced reliance on printed materials helps limit paper consumption and transportation demands, supporting more sustainable learning practices.

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Ultimately, the value of downloading ***Contagious How To Build Word Of Mouth In The Digital Age 1*** lies not only in convenience but in continuity. Knowledge remains present, adaptable, and ready to support growth whenever the reader chooses to return.

Questions & Answers About contagious how to build word of mouth in the digital age 1

No	Question	Answer
1	What are the key principles behind creating contagious content in the digital age?	The key principles include understanding your audience, crafting emotionally resonant messages, making content easily shareable, leveraging social proof, and ensuring the content is memorable and valuable to encourage word-of-mouth sharing.
2	How can businesses leverage social media to build word-of-mouth buzz?	Businesses can leverage social media by creating engaging, shareable content, encouraging user participation, partnering with influencers, responding promptly to audience interactions, and fostering a community atmosphere that promotes organic sharing.
3	What role does storytelling play in making content contagious?	Storytelling helps make content relatable and emotionally engaging, which increases the likelihood of sharing. Compelling stories create a connection with audiences, making the message memorable and more likely to be passed along.

4	How important is timing in the success of viral marketing campaigns?	Timing is crucial; launching content when the target audience is most receptive or during relevant events enhances visibility and sharing potential, increasing the chances of content going viral.
5	What digital tools can help track the spread of word-of-mouth marketing?	Tools like social media analytics, referral tracking software, hashtag monitoring, and sentiment analysis platforms can help marketers monitor how content spreads, identify influencers, and measure engagement and reach.
6	How can brands encourage customers to share their experiences online?	Brands can encourage sharing by creating shareable content, offering incentives or rewards, making sharing easy with social sharing buttons, and fostering a community where customers feel valued and motivated to spread positive experiences.
7	What are common mistakes to avoid when trying to build word-of-mouth in the digital age?	Common mistakes include neglecting audience insights, creating content that is not shareable or relevant, ignoring feedback, over-promoting rather than engaging, and failing to adapt to changing digital trends.
8	How does emotional resonance influence the contagiousness of digital content?	Content that evokes strong emotions—such as joy, surprise, or anger—tends to be more likely shared, as emotional reactions drive engagement and motivate people to pass the message along to others.

viral marketing, word of mouth, digital marketing, social sharing, brand awareness, viral content, influencer marketing, online engagement, social media strategy, customer advocacy

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Professionals in fast-changing industries use Contagious How To Build Word Of Mouth In The Digital Age 1 eBooks to stay updated without committing to rigid learning schedules.

Contagious How To Build Word Of Mouth In The Digital Age 1 eBooks reduce reliance on fragmented online information.

Contagious How To Build Word Of Mouth In The Digital Age 1 eBooks support diverse learning styles by combining structured text with optional multimedia references.

Contagious How To Build Word Of Mouth In The Digital Age 1 eBooks support incremental learning by breaking complex subjects into manageable sections.

Organizing Contagious How To Build Word Of Mouth In The Digital Age 1

Organizing Contagious How To Build Word Of Mouth In The Digital Age 1 in digital form is an essential step to ensure long-term usability, efficiency, and easy access. As your digital library grows, unorganized files can quickly become difficult to manage, leading to wasted time searching for documents and potential loss of important information. A well-structured organization system helps you maintain control over your collection and improves productivity.

One of the simplest and most effective methods of organization is using clearly labeled folders. Create a main folder dedicated to Contagious How To Build Word Of Mouth In The Digital Age 1 and divide it into subfolders based on categories such as subject, author, year, edition, or format. For example, you might organize folders by topics, academic level, or personal vs professional use. Consistent folder structures make navigation intuitive and reduce confusion.

File naming conventions play a crucial role in organization. Instead of generic file names, use descriptive and consistent naming formats. Including details such as title, author, version, and date can make files easier to identify at a glance. For example, using a format like “Title_Author_Edition_Year.pdf” ensures clarity and avoids duplicate confusion. Consistency is key—choose a naming system and apply it uniformly across all Contagious How To Build Word Of Mouth In The Digital Age 1 files.

Tagging files is another powerful organizational strategy. Many operating systems and cloud storage platforms support file tags or labels. Tags allow you to categorize Contagious How To Build Word Of Mouth In The Digital Age 1 across multiple dimensions without duplicating files. For example, a single document can be tagged as “study,” “reference,” “important,” or “exam prep.” This makes retrieval faster when searching your library.

For collections involving multiple volumes or editions, version control is essential.

Keeping track of revisions ensures that you always know which version is the most current or authoritative. You can use version numbers in file names or create a separate folder for archived editions. This practice is especially important for academic, technical, or professional Contagious How To Build Word Of Mouth In The Digital Age 1 materials that may be updated regularly.

Using cloud storage for organization

Cloud storage services such as Google Drive, Dropbox, and OneDrive offer advanced tools for organizing Contagious How To Build Word Of Mouth In The Digital Age 1. These platforms allow folder hierarchies, tagging, search functionality, and cross-device access. Cloud storage also provides automatic backups, reducing the risk of data loss due to device failure.

Search functionality within cloud platforms is particularly valuable. Many services can search not only file names but also text within PDFs, making it easy to locate specific content inside Contagious How To Build Word Of Mouth In The Digital Age 1 documents. This feature saves significant time, especially when working with large libraries or research materials.

Sharing controls in cloud storage further enhance organization. You can manage access permissions, track shared links, and maintain privacy. This is useful when collaborating with others or distributing selected Contagious How To Build Word Of Mouth In The Digital Age 1 files while keeping the rest of your library private.

Offline Access

Offline access is one of the most important advantages of digital copies of Contagious How To Build Word Of Mouth In The Digital Age 1. Downloading files for offline reading ensures uninterrupted access regardless of internet availability. This is especially useful during travel, commuting, or in locations with limited or unreliable connectivity.

Most eBook platforms and cloud storage services allow users to mark files for offline access. Once downloaded, Contagious How To Build Word Of Mouth In The Digital Age 1 can be read, annotated, and bookmarked without an active internet connection. Changes made offline are often synced automatically once the device reconnects to the internet, ensuring continuity across devices.

Syncing devices enhances the offline experience. When your devices are connected to the same account, progress, bookmarks, highlights, and notes can be synchronized seamlessly. This means you can start reading Contagious How To Build Word Of Mouth In The Digital Age 1 on one device and continue on another without losing your place. Synchronization is particularly valuable for users who switch between smartphones,

tablets, and computers.

To optimize offline access, it is important to manage storage space effectively. Large PDF libraries can consume significant storage, especially on mobile devices. Regularly reviewing downloaded files and removing those no longer needed helps maintain sufficient space while keeping essential Contagious How To Build Word Of Mouth In The Digital Age 1 materials available offline.

Backup strategies for offline libraries

Even with offline access, backups remain essential. Maintaining copies of your Contagious How To Build Word Of Mouth In The Digital Age 1 library on external drives or secondary cloud accounts provides additional protection against data loss. Periodic backups ensure that your organized collection remains safe and recoverable in case of device failure or accidental deletion.

Interactive Elements

Some digital versions of Contagious How To Build Word Of Mouth In The Digital Age 1 go beyond static text by incorporating interactive elements designed to enhance engagement and retention. These features transform traditional reading into a more dynamic and immersive experience, particularly for educational and instructional content.

Interactive elements may include multimedia such as embedded audio, video explanations, animations, or hyperlinks to additional resources. These features provide context, demonstrations, and real-world examples that support deeper understanding. For learners, multimedia content can make complex topics easier to grasp and more memorable.

Quizzes and exercises are another common interactive feature. These elements allow readers to test their understanding of Contagious How To Build Word Of Mouth In The Digital Age 1 content immediately after reading. Interactive quizzes provide instant feedback, reinforcing learning and helping identify areas that need further review. This approach is especially effective for students, trainees, and self-learners.

Some interactive Contagious How To Build Word Of Mouth In The Digital Age 1 editions also include clickable tables of contents, internal navigation links, and progress indicators. These tools improve usability by allowing readers to move quickly between sections and track their progress. Enhanced navigation is particularly valuable for long or complex documents.

Device and platform compatibility

Interactive features may require specific apps or platforms to function properly. Not all PDF readers or eBook apps support advanced multimedia or interactive elements. Before downloading or purchasing an interactive version of Contagious How To Build Word Of Mouth In The Digital Age 1, it is important to verify compatibility with your devices and preferred reading software.

Interactive content may also increase file size and resource usage. Devices with limited storage or processing power may experience slower performance. Understanding these requirements helps ensure a smooth reading experience without technical issues.

Balancing interactivity and focus

While interactive elements enhance engagement, moderation is important. Too many distractions can interrupt reading flow and reduce concentration. Choosing interactive Contagious How To Build Word Of Mouth In The Digital Age 1 editions that balance content and features ensures that interactivity supports learning rather than detracting from it.

Some readers prefer to disable certain interactive features or use simplified reading modes when focusing on deep study. The flexibility to customize the reading experience allows users to adapt Contagious How To Build Word Of Mouth In The Digital Age 1 to different contexts, such as quick review versus in-depth learning.

Best practices for managing interactive Contagious How To Build Word Of Mouth In The Digital Age 1

- Keep interactive files organized separately if they require specific apps or platforms. - Test interactive features before relying on them for study or teaching. - Ensure offline availability if interactive content is needed without internet access. - Maintain updated software to support multimedia and security features. - Balance interactive use with focused reading sessions.

Long-term organization strategies

As your collection of Contagious How To Build Word Of Mouth In The Digital Age 1 grows, periodically reviewing and reorganizing your library helps maintain efficiency. Removing outdated files, updating versions, and refining folder structures keeps your system clean and functional. Long-term organization is not a one-time task but an ongoing process that evolves with your needs.

Final thoughts on organizing Contagious How To Build Word Of Mouth In The Digital Age 1

Effective organization, reliable offline access, and thoughtful use of interactive elements significantly enhance the value of digital Contagious How To Build Word Of Mouth In

The Digital Age 1. By implementing structured folders, consistent naming, cloud synchronization, and backup strategies, users can maintain a clean and accessible library. Interactive features further enrich the reading experience when used appropriately. Together, these practices ensure that Contagious How To Build Word Of Mouth In The Digital Age 1 remains easy to manage, enjoyable to read, and highly effective as a long-term digital resource.