

THE SOCIAL NETWORK BUZZ

WHAT IS ZZUB?

ZZUB is the first agency specialized in buzz marketing in Italy.

ZZUB is a *network* of consumers who voluntarily take part in word-of-mouth campaigns for selected products and services.

Being a member of the **ZZUB** community means having:

- Special advance access to innovative products and services that have yet to be launched or are already available on the market.
- A special and exclusive relationship with the most prestigious brands and international business stakeholders.
- Exclusive participation in word-of-mouth campaigns.

ZZUB can offer organisations the resources, strategies and innovative tools to:

- **generate spontaneous conversations** and word-of-mouth marketing for products/services and ensure their **commercial success**.
- **overcome the skepticism** about traditional advertising and reach consumers more effectively and directly.
- **create distributed *advocacy*** for the product/service and the brand.
- **boost visibility** through **frank, direct** and **enthusiastic** communication that comes from consumers with hands-on experience of the products/services.
- stimulate grassroots “**buzz**” that spreads through the network but that can also penetrate and influence *mainstream* channels of communication.
- **build** a special and direct relationship of trust between consumers and a brand.
- **test products/services** on a team of selected consumers.
- **monitor** and **analyze** conversations and **word-of-mouth** spread by consumers on products/services/brands.
- Provide suggestions, ideas and strategic tips on marketing based on the **quantitative** and **qualitative analysis** of the direct feedback from consumers.

HOW ZZUB WORKS

For each new campaign, **ZZUB** selects a specific *target* from its *network* of volunteer consumers. The aim of the selection is to engage consumers who are already interested, knowledgeable, or enthusiastic about a *brand*. The selection process ensures that the word of mouth will be spontaneous, frank and direct and, thus, effective.

The consumers/agents that join a campaign test products and services before they are launched and initiate *on-line and off-line* word of mouth within their personal *social network*.

The *off-line* and *on-line* word-of-mouth marketing takes place at the same time.

After each word-of-mouth event, the agents send **ZZUB** a *report* that summarizes how, where and when it took place and which target it reached. The agents' *reports* provide valuable and exclusive *feedback* on the perception of the product/service, but also on the dynamics of how word of mouth circulates.

At the end of a word-of-mouth campaign, **ZZUB** can provide:

- ❑ a detailed analysis of the **temporal**, **geographic** and **demographic** distribution of the *off-line/street* word of mouth.
- ❑ the **tracking** and **network analysis** of the *on-line* word of mouth. This is necessary in order to reconstruct the word-or-mouth networks and their progressive expansion and also to identify the most important hubs of the network and the on-line communication *stakeholders*.
- ❑ A qualitative analysis of *off-line* and *on-line* word of mouth using advanced software for semantic and lexical analysis.
A qualitative *report* that identifies the main topics of word of mouth on the product/service.
The key words to describe the perception of a *brand* .
The semantic maps of the conversations on the product/service and the *brand*.

WORD-OF-MOUTH FIGURES

- ❑ On average, a person has about 10 constant contacts, 150 frequent contacts and up to 1,500 occasional contacts.
- ❑ A network of 100 people generates a potential of about 4,950 on-line and off-line contacts and a network of 1,000 people can achieve the creation of up to 500,000 contacts (small world phenomenon).
- ❑ According to a recent study, about 92% of the population think that word of mouth is the most reliable source of information when making lifestyle or consumer decisions.