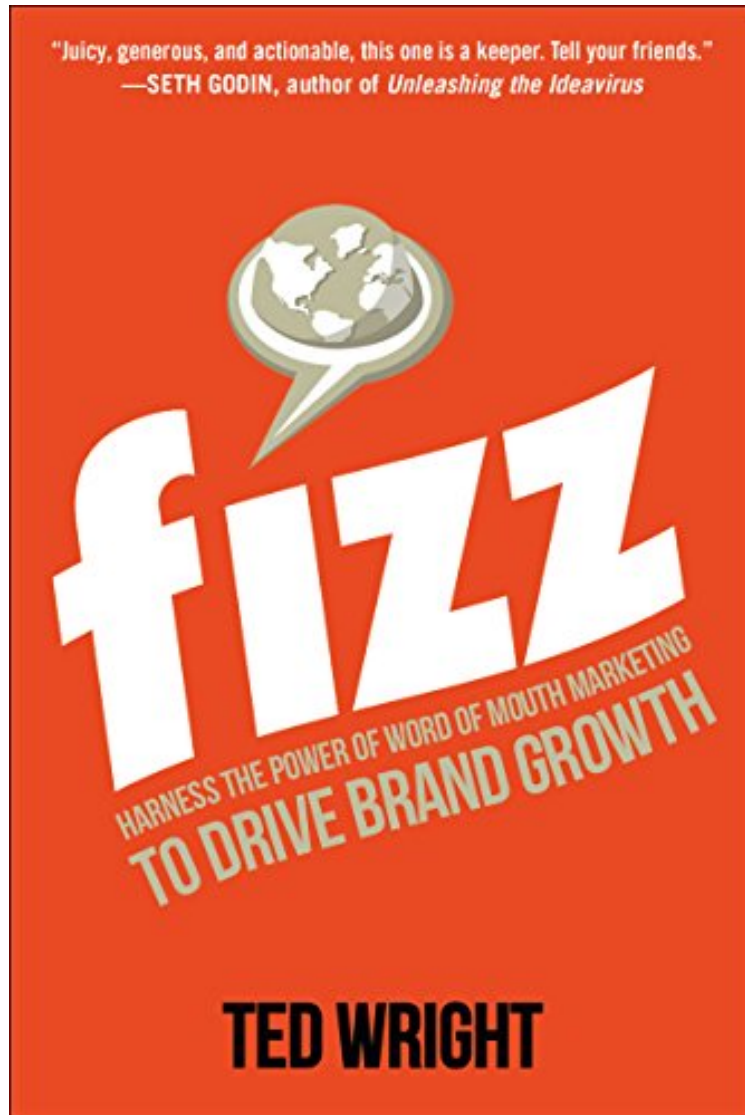


# Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth

*Ted Wright*

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**Ted Wright : Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fizz: Harness the Power of Word of Mouth Marketing to Drive Brand Growth:

2 of 2 people found the following review helpful. Warning: this book is not a cure for insomnia!By gagirlI purchased this book a few weeks ago but just have not had the time to read it. Since I habitually have restless nights, I usually picked up a book from my stack on the night stand to have a remedy to cause drowsiness. Usually reading books can

help me clear my mind. Hours later at 4am, my mind was racing as I was reading of all the things I can do to create a community of advocates for my small business. This is a fantastic playbook for word of mouth that is enjoyable to read and easy to understand. It demystify this area of organic marketing for so many of us that are "traditional marketers" don't really understand. The playbook is filled with examples of what can go well and what can go wrong at every turn. No matter what size is your business, this playbook has an implementation approach that is right sized. It doesn't matter if you have big data, little data or no data. There are still options of what you can do to create an authentic experience of your brand and business. After reading this fun and entertaining book, you have the knowledge to be the architect of your own brand conversations. The playbook helps you figure out why, who, when, what and where. It makes me want to go out and take charge of the day as soon as I get some sleep.

0 of 0 people found the following review helpful. I was fortunate enough to hear Ted talk in a class of ...  
By Michael H. I was fortunate enough to hear Ted talk in a class of mine. This is a must-read for anyone in marketing, looking at influencer/brand ambassador campaigns.  
2 of 2 people found the following review helpful. A Worthwhile Read on Word of Mouth  
By John Moore  
FIZZ is a nice addition to my business book library. I've known Ted Wright for many years and value his perspective. His book shares the Wright way to craft a talkable brand story. The gist of FIZZ is a talkable brand story begins with great insight which fuels creative ideas but only when the story is told with an authentic voice will it connect and spread with the intended audiences. If you are in marketing, I suggest you get smarter by reading this book.

**DRAMATICALLY IMPACT YOUR BOTTOM LINE WITH A POWERFUL WOMM CAMPAIGN** "Word of mouth marketing has always existed. We've just found a better and more efficient way to do it." -- Ted Wright It may not be the oldest profession, but word of mouth is the oldest form of marketing. It's also the most effective. Now, however, it's being executed in ways that are methodical, replicable, and consistent. In this groundbreaking guide, Ted Wright, WOMM pioneer and founder of the marketing firm Fizz, reveals everything you need to know to create, drive, measure, and leverage word of mouth for maximum impact on the bottom line. Learn how to: Develop and test your brand's stories for maximum word of mouth impact Build a reliable communications network to deliver your message Harness the incredible power of Big Data for profit-generating WOMM campaigns Find, engage, and train influencers to promote your brand Measure your campaign's success with accurate analytics Along the way, you'll find out how Wright used the very same methods to breathe new life into what was once the tired old brand of Pabst Blue Ribbon. You'll discover how he dramatically expanded the market for Chocolate Milk. You'll read how he orchestrated the turnaround growth of Bissell. Best of all, you'll learn which techniques work for your needs, and you'll have the tools to begin a WOMM campaign right away. Today's consumer is too sophisticated to respond in a meaningful way to intrusive, interruptive, or TV-centric media models. A dispatch from the front lines of cutting-edge marketing, Fizz is a one-stop guide to making your brand the talk of the town. Your company's best friends are already out there. Use Fizz to find, engage, and leverage them.

**PRAISE FOR FIZZ:** "Juicy, generous, and actionable, this one is a keeper. Tell your friends." -- Seth Godin, author of *Unleashing the Ideavirus* "A great read. Brand managers seeking both practical advice and insight on the realities of modern marketing need look no further than Fizz." -- James M. Kilts, former chairman and CEO of The Gillette Company "Ted's actionable truths ('for influencers, sharing stories is an expression of love') make this excellent book the guidebook for brand professionals interested in word of mouth marketing. Buy it today, and start growing your business faster tomorrow." -- Sam Calagione, president and founder of Dogfish Head Craft Brewery "Ted Wright is the foremost thought leader on word of mouth marketing, and Fizz is the bible in this area. . . . If you want to truly understand how to harness the power of people talking, this book better head up your must-have reading list." -- Dr. Americus Reed II, Whitney M. Young Jr. Professor of Marketing at the Wharton School of the University of Pennsylvania "The best and most practical book about word of mouth marketing, ever. Fizz combines real-world case studies and smart counsel with discussion of the theories and research that build understanding of WOMM principles. It's effervescent!" -- Jay Baer, New York Times bestselling author of *Youility*

About the Author Ted Wright is the CEO of Fizz, the pioneering word of mouth marketing firm. He has contributed to several consumer revolutions in the U.S.--including the resurgence of Pabst Blue Ribbon among urban hipsters and the adoption of Chocolate Milk among athletes--and he's helped take his clients, such as Bissell, Intuit, ATT, and Intel, among many others, to the next level and beyond.