

Kokokusha WOM Program

3 TYPES OF WOM-MARKETING

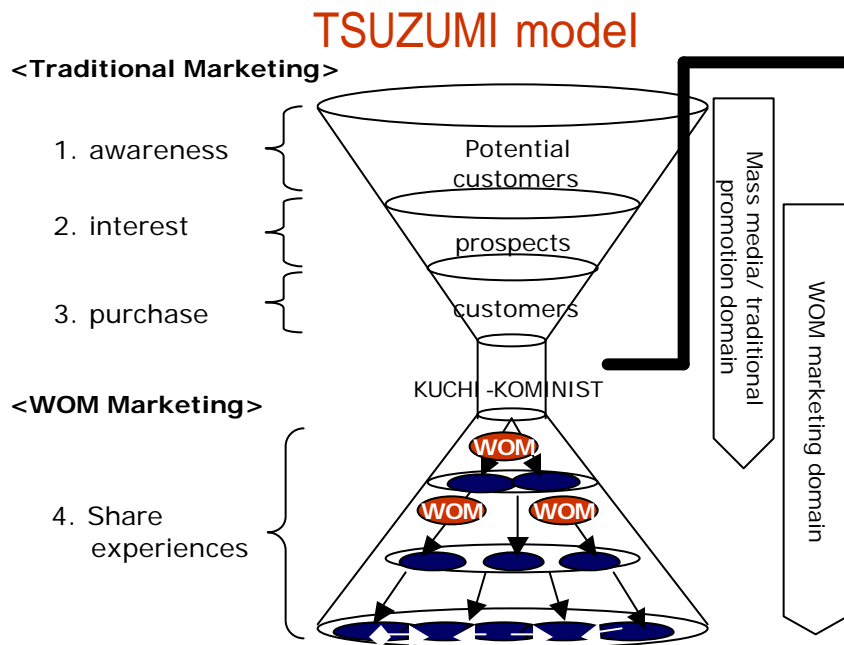
<http://www.kokokusha.co.jp/service/kuchikomi.html#>



Kokokusha 3 TYPES OF WOM PROGRAM

Our WOMM scheme is a combination of traditional marketing strategies and positive WOM, spreading structure by means of cultivating WOM and thereby generating loyal consumers. These WOM seeders are known as "KUCHI-KOMINISTS". The matrix below illustrates the process of the spread of positive WOM, beginning from the cultivation of KUCHI-KOMINISTS, who greatly affect the outcome of WOM. We name it "TSUZUMI MODEL." The key for successful WOM marketing is how well you handle these KUCHI-KOMINISTS and make good approaches to consumers through them. KUCHI-KOMINISTS are segmented into 3 types as shown on the right side.

3 types of KUCHI-KOMINISTS and programs



Kokokusha WOM PROGRAMS AND PUBLICATIONS

Our own WOM marketing scheme has been introduced in three representative Asian countries.

JAPAN

two publications in Japanese

"$\langle \text{くちコミマーケティング} \rangle$" ISBN: 4820741527

"『くちコミニスト』を活用せよ!" ISBN: 490255349X



2003



2007

CHINA

publication in Chinese

"口碑营销/市场营销新概念系列" ISBN: 7030173228



2006

KOREA

publication in Korean

"100억짜리 입소문 마케팅" ISBN: 8955961413



2004

Thanks for your interest.

<http://www.kokokusha.co.jp/service/kuchikomi.html#>



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