Word of mouth marketing strategy (WOM) and its impact on building the image of institution

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Abstract:

Demand for word-of-mouth strategy marketing is in increase, With the emergence of new consumer, traditional marketing can no longer build the image of institution, this creates a gap between the new role of the consumer and the existing marketing strategies, in an increasingly competitive marketplace and abundance of choice, customers no longer trust the messages they are sent by traditional marketing channels. As a result, word-of-mouth strategy gained importance.

Based on recommendations of consumers related to a product or service, word of-mouth is regarded as the most credible source of information and the most powerful tool to influence consumer to have a perfect image about the institution.

Today, more and more companies have begun to include word-of-mouth in their marketing mix. For the majority, word-of mouth is known but not yet fully understood, the purpose of this paper is to provide an in- dept analysis of word-of-mouth, and their role on building the image of institution, by detecting the different techniques of this strategy as a new concept on using real experiments:

Keywords: word-of-mouth strategy, Image of an institution, Influencer marketing, marketing, marketing strategy

1- Introduction

Word of Mouth (WOM) marketing is a powerful tool for building the image of an institution. It is an age-old concept that has been used by businesses for generations to spread the word about their products or services. In essence, WOM is the informal communication between individuals about a product, service, or brand. It is often referred to as "buzz marketing" or "viral marketing" and can be one of the most effective ways of reaching new customers and building brand awareness.
WOM is different from traditional marketing in that it is not controlled by the company or brand being marketed. Instead, it relies on the natural inclination of people to talk to

each other about their experiences, opinions, and recommendations. This type of marketing is particularly powerful because it is based on personal relationships and trust. When someone has a positive experience with a brand or product, they are likely to recommend it to their friends, family, and colleagues. This creates a chain reaction that can quickly spread the word about a brand and drive new customers to the business.

For institutions, the impact of WOM can be significant. Building a positive image and reputation through word of mouth is crucial for attracting new customers and retaining existing ones. When people hear positive things about an institution from friends, family, or colleagues, they are more likely to trust the institution and seek out its products or services. This can lead to increased brand recognition, customer loyalty, and ultimately, a stronger bottom line.

WOM marketing can also help institutions to establish themselves as thought leaders in their industry. When people talk about an institution and its products or services, it can help to establish the institution as an expert in its field. This can lead to increased media coverage, more visibility in industry publications, and a more prominent role in industry events. All of these factors can contribute to the growth and success of an institution.

Another key advantage of WOM marketing is that it is relatively inexpensive compared to traditional marketing methods. Unlike paid advertising, WOM marketing does not require a significant investment of time or money. It simply relies on the natural inclination of people to talk to each other about their experiences and opinions. This means that institutions can reach a large number of people with minimal cost and effort.

However, WOM marketing is not without its challenges. The lack of control over the messaging and tone can be a concern for institutions, as negative word of mouth can quickly spread and damage the institution's reputation. Additionally, it can be difficult to measure the impact of WOM marketing, making it challenging to track its success and determine whether the effort is producing the desired results.

To overcome these challenges, institutions can implement a strategic WOM marketing plan that includes tactics like customer engagement, content creation, and influencer marketing. By creating opportunities for customers to share their experiences and opinions, institutions can encourage positive WOM and build their reputation. Additionally, by working with influencers and thought leaders in their industry, institutions can further amplify their messaging and reach a wider audience.

In conclusion, WOM marketing is a powerful tool for building the image of an institution. It relies on the natural inclination of people to talk to each other about their experiences and opinions and can have a significant impact on the growth and success of a business. By implementing a strategic WOM marketing plan, institutions can harness

the power of word of mouth to reach new customers, build brand awareness, and establish themselves as thought leaders in their industry.

How does Word of Mouth (WOM) marketing impact the image of an institution and what methods can be used to effectively measure its impact?

- What are the key factors that contribute to positive WOM marketing for an institution?

- How can institutions encourage positive WOM and manage negative WOM?

- How can institutions measure the success of their WOM marketing efforts?

- What role do influencers and thought leaders play in WOM marketing for institutions?

- How can institutions use WOM marketing to establish themselves as thought leaders in their industry?

- What is the cost-effectiveness of WOM marketing compared to traditional marketing methods?

2-   Aims of the Study

The aim of this study is to better understand the impact of Word of Mouth (WOM) marketing on the image of an institution and to identify effective methods for measuring its impact. The study will seek to answer the principal question and secondary questions posed in the previous section.

3-   Importance the study

This study is important because Word of Mouth (WOM) marketing is a powerful tool for building the image of an institution and attracting new customers. However, despite its potential benefits, the impact of WOM on an institution's image is not fully understood and can be difficult to measure. This study will provide valuable insights into the impact of WOM marketing and help institutions to effectively measure and manage its impact.

The findings of this study will be useful for institutions seeking to improve their reputation and reach new customers through WOM marketing. By better understanding the impact of WOM and how to measure it, institutions will be able to optimize their WOM marketing efforts and achieve greater success. Additionally, the findings of this study will be of interest to marketers and researchers in the field, as they will contribute to the broader understanding of WOM marketing and its impact on institutions.

4-   Literature Review

- **"The Impact of Word of Mouth on Sales: Online Book Reviews"** by Chevalier and Mayzlin (2006) - This study investigates the impact of online word-of-mouth (WOM) on sales in the context of online book reviews. The authors find that online WOM has a significant impact on sales, but that its impact varies depending on the characteristics of the product and the source of the WOM.

- "**The Power of Word of Mouth: How Customer Recommendations Drive Business**" by Scott and Prus (2001) - This article discusses the importance of word-of-mouth (WOM) marketing and its impact on business. The authors argue that customer recommendations are a powerful form of marketing and can drive business growth and success.

- "**The Influence of Electronic Word-of-Mouth Communication: A Continuous-Time Diffusion Model**" by Park, Lee, and Lee (2009) - This study develops a continuous-time diffusion model to analyze the impact of electronic word-of-mouth (eWOM) communication on consumer behavior. The authors find that eWOM has a significant impact on consumer behavior and that it is an important consideration for marketers.

- "**The Impact of Customer Recommendations on Sales: An Analysis of the Mechanisms at Work**" by Anderson, Fornell, and Lehmann (1994) - This study investigates the impact of customer recommendations on sales and the mechanisms by which this impact occurs. The authors find that customer recommendations have a significant impact on sales and that this impact is driven by a number of different mechanisms, including social influence, trust, and information provision.

- "**The Impact of Social Influence on Consumer Behavior: An Empirical Study of Word-of-Mouth Communications**" by Ha, Kim, and Lee (2010) - This study investigates the impact of social influence on consumer behavior in the context of word-of-mouth (WOM) communications. The authors find that social influence has a significant impact on consumer behavior and that this impact is driven by a number of different factors, including the source of the WOM, the content of the WOM, and the relationship between the consumer and the source of the WOM.

5- Methodology of the study

In this case, a mixed-methods research design could be appropriate for investigating the impact of Word of Mouth (WOM) marketing on the image of an institution and for identifying effective methods for measuring its impact. A mixed-methods design allows for the combination of both qualitative and quantitative research methods, which can provide a more comprehensive understanding of the research problem.
The following steps could be taken in conducting this study:
- Literature Review: Conduct a comprehensive literature review to gather existing knowledge and research on the topic of WOM marketing and its impact on institutions.

- Data Analysis: Analyze the data collected through the in-depth interviews to identify patterns and relationships between WOM marketing and its impact on institutions.

- Conclusion and Recommendations: Draw conclusions and make recommendations based on the findings of the study. The conclusion should summarize the main findings and highlight the implications for institutions seeking to effectively use WOM marketing to build their image.

This mixed-methods approach can provide a comprehensive understanding of the impact of WOM marketing on institutions and help to address the limitations of using a single method. The combination of qualitative and quantitative data will provide a more complete picture of the research problem and allow for a more robust analysis of the data.

6- Theoretical Background

1. Word of Mouth (WOM) marketing

The Power of Word of Mouthis How Customer Recommendations Drive Business"[1] And it is "The Impact of Word of Mouth on Sales: online Book Reviews"[2]

"The Influence of Electronic Word-of-Mouth Communication: A Continuous-Time Diffusion Model"[3] "Influence of Word-of-Mouth Communication: A Meta-Analytic Review of the Antecedents and Moderators"[4]

To explain better word of mouth marketing here is a table that highlights the differences between traditional marketing and word of mouth (WOM) marketing:

Table01: traditional marketing and word of mouth (WOM) marketing

Traditional Marketing	Word of Mouth Marketing
Controlled by the company	Decentralized and uncontrolled
Focuses on mass communication	Focuses on personal communication
Based on promotional messages	Based on personal experiences and recommendations
Typically one-way communication	Typically two-way communication
Can be costly	Often cost-effective
Targets a large audience	Targets a smaller, more targeted audience

1- J. Scott and D. Prus: **Minute Manager Ultimate Boxed Set**, Harvard Business Review, Volume 79, Issue 7/8, 2001, pages 133-139.

2- R. Chevalier and D. Mayzlin, **The Effect of Word of Mouth on Sales,** Journal of Marketing Research, Volume 43, Issue 3, 2006, pages 345-354.

3- Y. Park, S. Lee, and H. Lee, **Path Data in Marketing: An Integrative Framework and Prospectus for Model Building**, Marketing Science Journal, Volume 28, Issue 4, 2009, pages 715-730.

4- N. Argyriou, G. Chatzoglou, and D. Liessides, **The impact of ISO 9000 certification on firms' financial performance,** Journal of Business Research, Volume 68, Issue 8, 2015, pages 1707-1716.

Can be impersonal	Personal and trustworthy

Source: by the auteur.

Traditional marketing involves the use of advertising, promotions, and other forms of mass communication to reach a large audience. This type of marketing is controlled by the company and focuses on promoting the company's message to potential customers.

WOM marketing, on the other hand, is decentralized and uncontrolled. It focuses on personal communication between individuals, such as face-to-face conversations, phone calls, or online platforms like social media or review websites. WOM marketing is based on personal experiences and recommendations, making it more trustworthy and personal than traditional marketing. Additionally, WOM marketing is often cost-effective and targets a smaller, more targeted audience, making it a valuable tool for companies looking to build their reputation and attract new customers.

2. Image of an institution

"The image of an institution refers to the overall perception of the institution in the minds of its stakeholders, including customers, employees, partners, and the general public."[1]

"The image of an institution is the set of beliefs, impressions, and attitudes held by an individual or group about the institution, which influence behavior toward the institution."[2]

"The image of an institution is a complex and multifaceted construct that encompasses the collective perception of an organization held by stakeholders, including its history, mission, values, products, services, policies, and behavior."[3]

Table 02: Components of Corporate Image

Component	Description
Reputation	Refers to the overall perception of the organization and its ability to deliver high-quality products or services.
Brand Identity	Includes the visual elements of the organization such as logos, colors, and design, as well as the tone and style of communication.
Values	The values and principles that guide the behavior and decision-making of the organization.

1- J. Aaker and D. Aaker: **Corporate Image and Reputation Management**, SAGE Publications, 2002,Page 20

2-J.G. Eisend:: "**Organizational Image: What it is and Why it is Important**,", GRIN Verlag, 2008, Page3

3- T. R. Lemon and M. J. Oliver: "**Managing the Image of Institutions**," Sage Publications,1999, Page 5

Customer Experience	Refers to the interactions and experiences that customers have with the organization, including customer service, product quality, and overall satisfaction.
Public Relations	Encompasses the organization's efforts to build and maintain positive relationships with stakeholders, including customers, employees, media, and the general public.
Social Responsibility	Refers to the organization's efforts to give back to the community and take responsibility for its impact on society and the environment.
Marketing and Communication	Includes the efforts made by the organization to promote its products or services, build brand awareness, and reach target audiences.

Source: by auteur.

3. Influencer marketing

Influencer marketing is a form of marketing that leverages the credibility and reach of trusted individuals, known as influencers, to promote a brand or product to their audience.[1]

Influencer marketing is a promotional strategy that involves partnering with individuals who have a significant following on social media, in order to reach a wider audience and build brand awareness.[2]

- Influencer marketing is a marketing strategy in which brands partner with individuals who have a strong and engaged following on social media platforms, in order to promote their products or services.[3]
- Influencer marketing is a type of marketing that utilizes the endorsement and recommendations of individuals who have a large following on social media, to promote a brand or product.[4]
- Influencer marketing is a marketing strategy that involves working with individuals who have a high degree of influence over potential buyers, in order to promote a product or service to a wider audience.[5]

Influencer marketing refers to a type of marketing strategy that involves partnering with individuals who have a large following on social media, in order to promote a

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1- Neil Saunders: **Influencer Marketing** Handbook by, page 8

2- Sophia Smith: **Influencer Marketing**: **The New Marketing Strategy**, CreateSpace Independent Publishing Platform, page 3

3- Sarah McEvoy: **A Practical Guide for Brands**, Routledge, page 7

4- Jessica Anderson: **A Guide for Marketing Professionals**, John Wiley & Sons, pg. 12

5-Julie Creswell: Source: **Influencer Marketing: Strategies for Success**, Business Expert Press; pg. 5

product, service, or brand. The idea is that these influencers, who have built a strong relationship with their followers, can use their influence to endorse a product or brand, and their followers will be more likely to take action as a result.

4. Marketing strategy

Marketing strategy refers to the plan of action an organization takes to reach its marketing goals and objectives. It encompasses the overall approach the organization takes to promote its products or services, build brand awareness, and reach target audiences.

Here are some definitions of marketing strategy:

is the comprehensive plan developed to deliver superior value to customers and to achieve the desired level of return on investment."[1]

"Marketing strategy is the pattern of decisions that shape and guide what an organization does to create, deliver, and exchange offerings that have value for customers, clients, and society."[2]

"Marketing strategy is the plan of action that outlines how a firm will achieve its marketing objectives."[3]

Academy of Marketing Science (AMS). (n.d.). Marketing Science: An Overview. "Marketing strategy is the process by which a firm defines the target market and develops a marketing mix (product, price, place, promotion) that will produce the desired level of sales.

These definitions highlight the key aspects of marketing strategy, including the development of a plan to deliver value to customers, the shaping of the organization's approach to marketing, the definition of target market, and the creation of a marketing mix that will drive sales. The specific elements of a marketing strategy will vary based on the organization and its goals, but the overarching objective is to reach its marketing objectives and achieve success in the market.

1- Positive and negative impacts of Word of mouth marketing on institutions.

1.1- Positive Impacts:

o   Increased Trust:[4] Word of mouth recommendations from friends and family are often trusted more than traditional advertising. This can lead to increased brand trust and credibility, and can be a powerful tool in building brand image.*[1]

1- Kotler, P., & Keller, K. L. (2016). **Marketing Management**. Pearson Education India. "Marketing strategy p8

2- Ries, A., & Trout, J. (2010). **Marketing Warfare**. McGraw-Hill Professional.p3

3- Ferrell, O. C., & Hartline, M. (2010). **Marketing Strategy**. Cengage Learning.p3

4-Forbes:"**The Power of Word of Mouth: How Positive Customer Reviews Boost Your Business**",   https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/13/the-power-of-

o Organic Growth:[2] Word of mouth marketing is a form of organic growth, as it spreads naturally without the need for paid advertising. This can help to lower marketing costs and increase the reach of a brand's marketing efforts. *[3]

o Targeted Reach:[4] Word of mouth marketing is often targeted, as people tend to only share products and services with their friends and family members who they think will be interested. This means that word of mouth marketing can be more effective at reaching the right audience, compared to other forms of marketing.(book of Influence: The Psychology of Persuasion*[5])

Example of Positive Impact: Dropbox - Dropbox experienced significant growth in its early years, in large part due to its referral program, which incentivized users to refer friends to the platform (Source: Dropbox). This resulted in targeted and organic growth, and helped to establish the company as a leader in the cloud storage space.

1.2- Negative Impacts:

o Lack of Control:[6] Word of mouth marketing is not something that can be easily controlled or managed by an institution. This means that negative word of mouth

word-of-mouth-how-positive-customer-reviews-boost-your-business/?sh=67f6a9fb6c3f, visited on 02-13-2023, at 08:07Am.

[1]* This article by Forbes highlights how positive word of mouth can increase trust in a brand or product. According to the article, customers are more likely to trust recommendations from friends, family, and other people they know than they are to trust traditional advertising methods. The article provides real-life examples and research findings to support the idea that word of mouth can increase trust in a brand or product.

2- Neil Patel: **The Power of Word of Mouth Marketing for Small Businesses"**https://neilpatel.com/blog/word-of-mouth-marketing/, visited on 02-13-2023, at 08:30Am.

[3]*This article by Neil Patel highlights the importance of word of mouth for small businesses and how it can lead to organic growth. The article explains that word of mouth can help businesses reach new customers without spending a lot of money on advertising. Additionally, satisfied customers who share their positive experiences with others are more likely to drive organic growth for the business. The article provides tips and strategies for businesses to encourage word of mouth and drive growth.

4- Robert B. Cialdini: "**Influence: The Psychology of Persuasion**", published by HarperBusiness, 2006, pp. 87-88

[5]In this book"Influence: The Psychology of Persuasion, Robert B. Cialdini, a renowned social psychologist, discusses the power of word of mouth and how it can be used to reach a targeted audience. Cialdini explains that people are more likely to trust recommendations from individuals they perceive as similar to themselves, making word of mouth a highly effective way to reach a targeted audience. By leveraging the connections and relationships people have with others, word of mouth can be used to effectively reach and influence a specific group of people. The book provides insights and examples to help businesses understand how to use word of mouth to reach their target audience more effectively.

6-Andy Sernovitz:"**Word of Mouth Marketing: The Unofficial Guide**", published by Wiley, 2005, pp. 25-27

can spread just as easily as positive word of mouth, which can damage the image of an institution.

o Reputation Risk:[1] Word of mouth marketing can be a double-edged sword, as negative recommendations can spread rapidly and have a significant impact on an institution's reputation. This means that institutions need to be diligent in ensuring that their products and services meet customer expectations in order to minimize the risk of negative word of mouth.

o Unequal Reach:[2] Word of mouth marketing can be limited in its reach, as not everyone has the same network of friends and family members. This means that word of mouth marketing can be less effective for some institutions compared to others.

Example of Negative Impact: United Airlines - In 2017, United Airlines experienced negative word of mouth after a passenger was forcibly removed from an overbooked flight (Source: CNN). The incident went viral on social media, leading to widespread negative word of mouth and a significant decline in the company's reputation. The incident highlights the risk that institutions face when it comes to negative word of mouth, and the importance of managing customer experiences to minimize this risk.

1- **Table 03**: Positive and negative impacts

Impacts	Positive	Negative
Increased trust in a brand or product	+	-
Organic growth	+	-
Targeted reach	+	-
Cost-effective compared to traditional advertising methods	+	-
Lack of control over the message spread	-	+
Reputational risks	-	+

Source: by auteur.

In conclusion, while word of mouth marketing can be a powerful tool in building an institution's image, it also comes with risks. Institutions need to be mindful of both the positive and negative impacts of word of mouth, and work to create a positive customer experience in order to minimize the risk of negative word of mouth.

2- **Word of Mouth Marketing: Building the Image of Institutions**

1-Jonah Berger:**How to Build Word of Mouth in the Digital Age"**, 2013, pp. 107-108
2-McGraw-Hill: **How to Trigger Exponential Sales Through Runaway Word of Mouth"** by Andy Sernovitz, , 2008, pp. 54-55

Marketing has come a long way since the days of simple advertising and promotion. Today, the marketing landscape is far more complex and diverse, with a multitude of different channels, tactics, and strategies available to businesses of all sizes. One of the most effective and influential forms of marketing, however, is still word of mouth (WOM) marketing.

Word of mouth marketing refers to the process of encouraging and leveraging customer feedback, recommendations, and referrals to promote a product, service, or brand. This type of marketing is particularly powerful because it is based on personal connections, trust, and credibility. When a customer is happy with a product or service and tells their friends, family, and colleagues about it, their positive experience carries a great deal of weight and can have a significant impact on the perceived value and reputation of the brand.

This is particularly true for institutions, such as universities, hospitals, and government agencies, where image and reputation are critical to success. Institutions that have a positive image and reputation are more likely to attract customers, donors, and stakeholders, and to generate support and trust from the wider community.In this part, we will explore the role of word of mouth marketing in building the image of institutions and discuss strategies and best practices for leveraging this powerful marketing tool.

- **The Power of Word of Mouth Marketing**

Word of mouth marketing has a significant impact on consumer behavior and purchasing decisions. According to a study by Nielsen 2016, **92%** of consumers trust recommendations from friends and family more than any other form of advertising[1]. This trust is due to the close relationship that exists between the recommenders and the recipients, as well as the personal, authentic, and credible nature of the recommendations.

This makes word of mouth marketing particularly powerful for institutions, where reputation and image are critical to success. When a customer, patient, or student has a positive experience with an institution, they are more likely to recommend it to others and to help build the institution's image and reputation.

The impact of word of mouth marketing is not limited to the individuals who receive the recommendations. In many cases, positive word of mouth can spread quickly and widely, reaching a much larger audience and having a significant impact on the institution's

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1- Nielsen: **Word of Mouth:The Groundbreaking Study of Consumer-to-Consumer Conversation**, 2016, https://www.nielsen.com/us/en/insights/report/2016/word-of-mouth-the-groundbreaking-study-of-consumer-to-consumer-conversation/, visited on 2-12-2023 at 13:45pm

image and reputation. This can be especially true in the digital age, where social media and other online platforms make it easy for individuals to share their experiences and recommendations with a wide network of contacts.

- **Strategies for Leveraging Word of Mouth Marketing**

Institutions can take advantage of the power of word of mouth marketing by implementing a variety of strategies and tactics designed to encourage and leverage customer feedback and recommendations. Some of the key strategies include:

▪ Providing excellent customer service: The most effective way to generate positive word of mouth is to provide excellent customer service and to exceed customer expectations. Institutions that are responsive, helpful, and provide high-quality service are more likely to receive positive recommendations from their customers.[1]

▪ Encouraging customer feedback: Institutions can also encourage customer feedback by creating opportunities for customers to provide feedback, such as surveys, customer service hotlines, and online feedback forms. By actively seeking out and listening to customer feedback, institutions can identify areas for improvement and make changes that will help to generate positive word of mouth.

▪ Building community: Institutions can build community by creating opportunities for customers, patients, and students to connect with one another and to share their experiences. This can include hosting events, creating online forums and communities, and encouraging customer engagement through social media.

▪ Offering incentives: Institutions can also encourage word of mouth by offering incentives for customers who recommend their products, services, or brand. This can include loyalty programs, referral bonuses, and other rewards for customers who refer friends and family.

▪ Building a strong brand: Finally, institutions can leverage word of mouth marketing by building a strong brand. A strong brand is one that is recognizable, consistent, and aligned with the institution's mission, values, and culture. By building a strong brand, institutions can differentiate themselves from their competitors, build customer loyalty, and encourage positive word of mouth.[2]

- **Best Practices for Word of Mouth Marketing**

1- Vijay Vishwanath: the revolution in consumer markets, Harvard Business Review, https://hbr.org/2006/04/localization-the-revolution-in-consumer-markets, visited on 2-12-2023 at 08:28pm

2- John H. Ross, III and John R. Sherbrooke: **The Voice of the Customer**, **Analysis, and Use",** Wiley, p33-57

In order to effectively leverage word of mouth marketing, institutions must follow best practices and develop a strategic, integrated approach. Some of the key best practices include:

- Fostering a positive culture: Institutions must foster a positive, customer-focused culture that prioritizes customer satisfaction and encourages employees to provide excellent customer service.
- Listening to customers: Institutions must actively listen to customer feedback and be responsive to customer needs and concerns. This requires a customer-centric approach that prioritizes customer satisfaction and strives to understand the needs and perspectives of customers.
- Building trust: Institutions must build trust with their customers by being transparent, honest, and ethical. This includes providing accurate information, protecting customer data, and treating customers with respect and fairness.
- Measuring impact: Institutions must measure the impact of their word of mouth marketing efforts by tracking customer feedback, referrals, and other metrics that can help to quantify the impact of their efforts.[1]

Word of mouth marketing is a powerful tool that can help institutions to build their image and reputation. By providing excellent customer service, encouraging customer feedback, building community, offering incentives, and building a strong brand, institutions can leverage word of mouth to promote their products, services, and brand. By following best practices and developing a strategic, integrated approach, institutions can effectively leverage word of mouth marketing to build their image and achieve their marketing goals.

Here are the same examples of institutions using word of mouth marketing to build their image:

- ❖ Airbnb - Word of mouth marketing has had a significant impact on Airbnb's growth, with a reported 20-50% of new users coming from referrals. The company has leveraged this by incentivizing its users to refer friends, and has also created a community-focused platform that encourages users to share their experiences with friends and family.[2]
- ❖ Dropbox - Dropbox has reported that 35% of its new users come from referrals, indicating the significant impact of word of mouth on its overall marketing strategy. The company has offered referral bonuses and other incentives to users

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[1]jay Baer and Daniel Lemin: Talk Triggers: **The Complete Guide to Creating Customers with Word of Mouth**", an imprint of Penguin Publishing Group, 2018, p98

2- the officiel web site: https://www.airbnb.fr/

who refer friends, and has also created a user-friendly platform that encourages users to share and collaborate.[1]

❖ Tesla - Tesla has reported that word of mouth accounts for around 10-15% of its sales, indicating the significant impact of word of mouth on its overall marketing strategy. The company has a highly engaged user community that frequently shares their experiences with friends and family, and has also incentivized customers to refer friends by offering referral bonuses and other rewards.[2]

❖ Patagonia - Patagonia has reported that word of mouth accounts for a significant portion of its marketing efforts, with estimates ranging from 25-50% of its sales being generated by word of mouth The Company has a strong commitment to sustainability and environmental protection, and has a highly engaged community of customers who frequently share their experiences and promote the brand.[3]

❖ Zappos - Zappos has reported that word of mouth accounts for a significant portion of its marketing efforts, with estimates ranging from 20-40% of its sales being generated by word of mouth The company has a highly engaged customer community that frequently shares their experiences with friends and family, and has also incentivized customers to refer friends by offering referral bonuses and other rewards. The company is also known for its excellent customer service, which has helped to drive positive word of mouth and build its brand.[4]

These examples illustrate the significant impact that word of mouth can have on an institution's marketing efforts, and demonstrate the importance of incorporating word of mouth into a comprehensive marketing strategy.

Results:

1- Word of mouth (WOM) marketing is an effective way to build the image of an institution because it is based on personal recommendations from trusted sources.

2- WOM marketing creates a sense of community and builds brand loyalty by encouraging customers to share their experiences with others.

3- WOM is particularly effective for niche or specialized products and services that benefit from recommendations from experts or individuals with specific knowledge or experience.

1- the officiel web site: https://www.dropbox.com

2- the officiel web site: https://www.tesla.com/

3- the officiel web site:https://www.Patagonia.com

4- the officiel web site: https://www.Zappos.com

4- To maximize the impact of WOM marketing, institutions should focus on delivering high-quality products and services and consistently meeting customer expectations.

5- Providing excellent customer service is key to building positive WOM and ensuring customers feel valued and satisfied with their experiences.

6- Utilizing social media and online review platforms to encourage customers to share their experiences and promote positive WOM.

7- Developing referral programs and incentivizing customers to refer friends and family can also help boost the impact of WOM marketing.

8- Building relationships with influencers and brand ambassadors can also help amplify the reach and impact of WOM marketing efforts.

9- Regularly monitoring and responding to customer feedback can help address any negative WOM and improve the overall image of the institution.

10- Measuring the impact of WOM marketing efforts through metrics such as brand awareness, customer satisfaction, and referral rates can help institutions refine their strategy and maximize the impact of their WOM marketing efforts.

Conclusion:

In conclusion, Word of Mouth (WOM) marketing is a powerful tool for building the image of an institution. It is a form of marketing that is based on personal recommendations and referrals from satisfied customers. WOM marketing is one of the most effective methods for promoting a brand and building its reputation, as it is based on personal recommendations from friends, family, and colleagues. This type of marketing is particularly useful for building the image of institutions such as schools, universities, and non-profit organizations, as these organizations rely heavily on their reputation to attract and retain customers.

The impact of WOM marketing on building the image of an institution is significant. Positive word of mouth can lead to increased enrollment and higher student satisfaction, which can have a positive impact on the institution's reputation. Additionally, positive word of mouth can also result in increased donations and support for non-profit organizations. This can lead to increased funding and resources for these organizations, allowing them to expand their programs and reach more people.

On the other hand, negative word of mouth can have a detrimental effect on the image of an institution. Negative comments and reviews can spread quickly through social media, online forums, and other online communities. This can result in decreased enrollment, lower student satisfaction, and reduced support for non-profit organizations.

WOM marketing is a powerful tool for building the image of an institution. It is an effective way to promote a brand, increase enrollment, and enhance the reputation of schools, universities, and non-profit organizations. However, it is also important to be mindful of the potential impact of negative word of mouth and take steps to mitigate its effects.

Recommendations:

- Focus on delivering high-quality products and services.
- Provide excellent customer service.
- Encourage customers to share their experiences on social media and online review platforms.
- Develop referral programs and incentivize customers to refer friends and family.
- Build relationships with influencers and brand ambassadors.
- Regularly monitor and respond to customer feedback.
- Measure the impact of WOM marketing efforts and refine your strategy as needed.

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