

the mix



WoM - the word on everyone's lips

When you buy something and you like it, don't you tell all your friends? Well the word on everyone's lips could be Word of Mouth (WoM) marketing – the latest 'craze' set to hit Britain from the US. The next question is 'Is it new or just a fad?' Read for yourself – one thing is certain the power of social groups is on the rise and this could be the next logical extension to the theory.

Quite simply the definition of WoM is the act of consumers providing information to other consumers – sometimes in a paid format. As well as telling your family member or friend in the comfort of your home, WoM can cover viral internet marketing, blogs, online-communities and loyalty programmes.

Considering the science is so new, The Word of Mouth Marketing Association (WOMMA) is already running a full programme of education and research in the US, with a similar platform likely to launch in the UK. WOMMA defines WoM marketing as 'giving people a reason to talk about your products and services, and making it easier for that conversation to take place'.

In their own words they say, **"Word of mouth is a brand-new industry, and it is vital that we develop common terminology, units and measures, and tools to track the success of this growing marketplace. Members of the Council have set aside competitive differences and stepped up to build this essential foundation."**

So who is using WoM? With a dedicated agency already running in London to support WoM initiatives, the profile is set to rise in the UK. Companies that make use of the WoM marketing include Procter & Gamble, AOL, Nestle, and Philips. Unpaid volunteers, known as 'agents' are sent new products, and are then encouraged to tell family and friends their opinions on the product or service.

Experts believe that WoM is on its way to becoming one of the most powerful forms of marketing communication. According to Marketing Week, only 14% of regular campaigns now have any effect on consumers, so with traditional advertising losing its appeal, WoM marketing is growing rapidly as an effective communications tool. Consumers are increasingly putting their trust and confidence in WoM.

A key feature of WoM's success is the credibility that a product referral holds, which consumers still hold in high regard, even though agents must state that they are part of a marketing campaign. The trust is held with the person that is spreading the word, as real people are the best promoters.

As with any new idea, there are also negative aspects. Currently, the Advertising Standards Authority (ASA) has no rules or regulations to cover the WoM marketing industry. Although WOMMA has drawn up a code of ethics in the US, the industry is largely self-regulating (just like the Internet 10 years ago).

Continued on back page



David Yates
Chairman, CIM South East Region

Whether we're employed or self-employed, we all need a differentiator to help our careers and to ensure that employers don't pigeon-hole us with all those unqualified marketers.

The CIM is increasing the weight behind Chartered Marketer to increase its recognition as well as strengthening its content so that clients, employers and agencies understand the increased benefits and reduced risks of using or employing a Chartered Marketer.

If you are studying for the Postgraduate Diploma in Marketing, you only have to complete another year's Continuing Professional Development after you graduate to become a Chartered Marketer – although you do need to keep up the annual commitment to CPD.

Your employer may provide in-house marketing training courses which the CIM may be able to accredit for CPD – and don't forget, CPD accreditation by a Chartered body is recognised by other Chartered bodies such as Accounting and Engineering Institutes.

So Chartered Marketer is now the next step on your marketing management career to achieving your ambition and increasing your value.

For more information go to www.cim.co.uk and chose The Chartered CPD Programme and Chartered Marketer status on the home page.



MARKETING vs SALES - The big debate in Sussex

Guns will be blazing on 22 November, as CIM Sussex is sticking its head above the parapet and inviting sales professionals in the South East to come along and defend their role alongside that of their marketing colleagues. During the match, which is to be held at Gatwick Hilton, the plan is to decide, once and for all, whether marketing adds more value than sales to the bottom line.

In this marketing versus sales debate, two best-selling authors and well-known business gurus will each defend their own territories. In the marketing corner we have **Professor Malcolm McDonald**

MA(Oxon), MSc, PhD, D.Litt, FCIM, FRSA. One of the world's top marketing gurus, Professor McDonald has written more than 40 marketing books and over 100 marketing articles. Dr Alan Rae, CIM Fellow and past Chair of CIM South East will be the supporting act.

In the sales corner, we have **Mike Southon** aka 'The Beermat Entrepreneur'. Mike is one of the world's top business speakers; visiting Fellow in Innovation and Entrepreneurship at London South Bank University. Mike has a weekly column in The Daily Telegraph and is a regular commentator in the Financial Times. Mike's supporting speaker is Joe Adams, who has authored several management

training programmes. Mike comes with tactical experience of 'how to double sales overnight' in his debating armoury, so who are we to predict the outcome here?

CIM members are quietly predicting a landslide, however sales supporters are equally confident of the right result. One thing is for certain, it'll be great fun – so do come along and enjoy an evening's light-hearted debate in good company.

THE BIG DEBATE,
22 November 6.30-9.30pm,
Gatwick Hilton Hotel.
Member rate **£20**, Guest rate **£25**.
Book now via www.cim.co.uk/events or
phone **01628 427120**.

THE BIG DEBATE ★

MARKETING VS SALES

GATWICK HILTON ★ 22 NOVEMBER ★ 6.30PM - 9.30PM
★ REFEREE NICK PETERS ★

Southern CIM branches visit Moorhall



When you're used to receiving information about the CIM from your local committee and online, it's a great opportunity to be able to head down to Moorhall to find out more about the Institute first hand.

Southern branch committee members had this chance on Friday 7 September, as they had been invited to attend an update and networking event held at Moorhall. CIM members were able to put questions about the Institute directly to relevant headquarters staff, and were able to find out more information about the other committees across the Southern region. In addition, presentations were given to outline the ambitions and aims of the CIM for the future along with details about membership services.

Angela Cooper, Wessex Branch Committee Member explains the value of the visit, "Although I have been a member of the CIM for a number of years, the visit to Moorhall showed me a range of benefits that I was not aware of, which will assist our own local promotion of the Institute both to existing members and to target non-members.

"Meeting up with members from other committees provided a great environment to share ideas and good practice in the promotion of the CIM, plus the relevance and applicability of our local events programmes and committee meeting structures. All in all it was an insightful and interesting event that will help to shape our local programme of marketing engagement and training.

"In addition to the benefits to the branch, on a personal level, I was surprised at the extensive library facilities available to members. The atmosphere and beautiful surroundings, including a Japanese water feature was very conducive to creative thinking!"

Join Us

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Your staff are your company's greatest asset. By increasing their knowledge, skill and understanding through a professional CIM course, or an MA Marketing Management degree at Southampton Business School, your company is sure to benefit.

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Writing for the web

Writing for the web is an important consideration in our high-paced virtual age. Tim Fidgeon, is coming to Moorhall to explain it's importance to members.



People treat websites, and the information they contain very differently to any other 'traditional' media. There are two simple facts as to why this is the case. Firstly, most people decide whether they want to stay on a webpage in under one second, and finally, over 75% of people don't read webpages, they scan them, picking out individual words and sentences.

The online environment is perhaps the most challenging marketers have yet faced, as your audience are more demanding and fickle than ever, and they have to be convinced to stay, and even once they have decided to invest the time to 'scan' your page, you need to ensure

your page gets across your message as quickly and effectively as possible.

Most significantly, research has consistently found that web pages which follow best practice rules for online copywriting outperform those which don't by over 100%.

Writing for the Web CPD, 15 November 6-9pm, by Tim Fidgeon, CIM, Moor Hall, Cookham, Berkshire, SL6 9QH.

During the workshop, Tim will discuss the four L's of writing web pages:

- **Legibility – making text easy to read from a screen as possible**

- **Logic – making the content of your communications easy to understand**
- **Layout – communicating your page's topics and structure**
- **Language – choosing words and sentence lengths/types which are appropriate to your audience**

The event will also present well-proven techniques to improve the quality of your online copywriting, and by the end of the session you will be able to significantly improve the readability of your own web pages.



Green & Black's Marketing Director, **Mark Palmer** (left) enjoys sharing his premium chocolate brand with CIM Kent Branch Chairman, **Ian Lockyer** at the Branch Annual Lecture recently

The Chartered Institute of Marketing Kent Branch Annual Lecture transported over 200 marketers into chocolate heaven recently! Guest Speaker, Mark Palmer, Marketing Director of Green & Black's organic chocolate, explained how Green & Black's brand has been transformed from a little known specialist product into a global premium chocolate experience.

MORE chocolate!



The Green & Black's brand is both organic and high quality, the name originates from 'green' as in organic and 'black' for high cocoa chocolate content. Mark explained that from day one, Green & Black's has been a fusion of ethical and premium with organic being **"part of the brand's DNA; indeed every bar sold since Green & Black's started in 1991 has always been organic."**

The audience of enthralled marketers learnt how in the late nineties, Green & Black's chocolate moved from being sold in specialist health food shops to supermarkets as interest in organic products by consumers grew, demand having been accelerated by health and food issues surrounding BSE and GM foods.

In 2002, the brand was repositioned with more emphasis on premium quality with new packaging playing an important role in attracting new customers. Green & Black's became an indulgent luxury brand whilst retaining 'organic' as its key point of differentiation. Green & Black's approach remains ethical too, with emphasis on its Fairtrade buying arrangements with cocoa growers in Belize and compliance with US organic

certification standards. But most of all, Green & Black's ensures product consistency, with its chocolate known for its intense taste and high (70%) cocoa solids content for an **"exceptionally chocolately experience."**

Mark gave many marketing insights of great value to marketers in the audience. He explained how Green & Black's segmented its customers; how customers were helped to discover the brand (giving away over six million sample bars of chocolate in five years has helped!) and how it uses the language of wine and food rather than candy and snacks.

Overall Green & Black's has remained true to the brand, whilst conducting one of the most successful repositioning exercises of any consumer product. It has stuck to what it does best rather than following market convention and in so doing has created one of the most distinctive and desirable brands. Now with the backing of Cadbury Schweppes, global expansion beckons.

Mark then encouraged the audience to sample Green & Black's and 200 people had the opportunity to taste those intense flavours for themselves. It was worth the wait!



SUCCESS for PAULA

The Chartered Institute of Marketing (CIM) Kent Branch, Student of the Year was announced recently. **Paula Standen** of Ashford achieved the highest score amongst Kent students in this year's Chartered Institute of Marketing Certificate exams.

Paula received her certificate and a £50 book token from CIM Kent Branch President, **Dr Paul Fifield**, at the CIM Annual Lecture in front of over 200 fellow marketers.

As well as training for the London Marathon and enjoying cycling and dancing, Paula also attended South Kent College, Ashford in her own time to study for the CIM Certificate. This determination to succeed and her success in the CIM exams has boosted Paula's confidence; **"I can also apply the marketing skills I have learnt to my job; this is a relevant qualification that can help my career,"** she stated.

Paula Standen receives her award as CIM Kent Branch Student of the year from Branch President, **Dr Paul Fifield**

In a **class** of her own

As the top CIM Professional Postgraduate Diploma student in the West Surrey region, **Yvette Dainton** was recently awarded with a certificate and plaque from the branch, presented to her by **Dan McNamara**, Chair of West Surrey branch.

Dan spoke about her achievement, **"As the top student in our area, I was pleased to present Yvette with her certificate. My branch members and I wish her every continued success."**

Yvette works in the information technology sector as a senior marketing professional. She has a proven track record of developing high impact marketing strategies that build brand awareness and drive revenue growth and currently works as a consultant with Affiniti. Speaking about her success, Yvette said, **"I found the Postgraduate diploma very challenging but extremely rewarding, and I worked with some great fellow professionals who also attended the course at Moor Hall."**



Yvette Dainton receives her certificate from **Dan McNamara** Chair of West Surrey branch

THE VALUE OF MARKETING RESEARCH

Mike Wilman
Southampton Business School, Solent University

It has been stated that true marketing is strategic in nature and lies at the very heart of the organisation in providing a range of planning tools to help the organisation meet its customers' needs and grow in competitive markets.

A marketing plan should always support the corporate plan. In particular, marketing should always support the financial goals of the organisation. Whilst those goals may often be short-term financial measures such as sales, ROI and market share, strategic marketing seeks to position the organisation for long-term growth. Philip Kotler states that in order to carry out marketing analysis, planning, implementation and control, managers need information.

Marketing research is a vital conduit, screening developments in the external environment and feeding this information back to the corporate planning process as well as the development of marketing concepts such as branding, segmentation and new product development.

Solent University works closely with local public and private sector organisations to help them understand their customers, competitors and markets. The resulting data and, crucially its analysis, helps form management decisions. Using a combination of primary and secondary, quantitative and qualitative techniques, researchers can use their academic and commercial skills to make informed judgements, even where data may be patchy or incomplete.

Recent projects include segmentation analysis for a virtual 3D software modelling company; attitude and perception studies

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for a local college; understanding buyer behaviour in the mobile 'phone market; assessing the potential for a new generation property website and market sizing with channel management for a new type of exercise machine. Often this means working in conjunction with local partners such as the South East England Economic Development Agency (SEEDA) and local council planners.

If you would like to discuss how marketing research can help your organisation, or perhaps just an objective viewpoint, contact: **Mike Wilman** at the Business School on **023 80 319 519** or email **mike.wilman@solent.ac.uk**

CIMTIG Awards showcase the Best of British Travel Industry Advertising

The UK Travel industry's advertising is better than ever according to the Chartered Institute of Marketing's Travel Industry Group (CIMTIG), which held its annual travel advertising awards at a glitzy evening in Central London this month.

CIMTIG distributed 42 gold and silver awards to travel companies submitting their best work in 22 categories covering every area of marketing communications.

Amongst the winners were Visit Britain, Silverjet, Virgin Atlantic, Visit London, Mandarin Oriental Hotel Group,

Lastminute.com, P&O, Travel Counsellors, Tourism Ireland, and Heathrow Connect.

CIMTIG is the only travel association in which every sector of the industry is represented. This includes tour operators, travel agents, airlines, cruise companies, bed banks, in-resort services – in short, all the services available to ensure that every aspect of the UK holiday maker is catered for.

Founded in 1969, CIMTIG's vision is to promote, enhance and facilitate the knowledge and practice of good marketing within the UK travel industry.

Some of the other recent events held at the regular evening meetings in central London, included a lively debate on cruising, where a high calibre panel assessed the phenomenal growth of this sector; A debate on off shore outsourcing and its impact on UK marketing; and exclusive research for CIMTIG by TripVision on upcoming resorts.

CIMTIG is kicking off the 2008 season at the Travel Technology Show in February and there are other exciting events lined up for our members. We hope you will join us!

Hoda Lacey
CIMTIG Chair

For more information please visit www.cimtig.org



(L-R) **Noel Josephides**, Managing Director of Sunvil, **Hoda Lacey**, Chair of CIMTIG and **Imtiaz Longi**, CIMTIG Treasurer.

Preliminary Programme of FORTHCOMING EVENTS

Mapping the way – visit to Ordnance Survey

Date: **13 November 2007**
Speaker: Various
Venue: Ordnance Survey, Southampton

How to create and deliver killer presentations

Date: **14 November 2007**
Speaker: Nicholas Oulton
Venue: University of Surrey, Guildford

Writing for the web

Date: **15 November 2007**
Speaker: Tim Fidgeon
Venue: CIM, Moor Hall, Cookham

The brand is dead. Long live the brand!

Date: **15 November 2007**
Speaker: Phil Harvey
Venue: Croydon Park Hotel, Croydon

Brand strategy

Date: **21 November 2007**
Speaker: Various
Venue: Shepherd Neame Limited, Faversham Brewery, Kent

The big debate – marketing vs sales – which adds most value?

Date: **22 November 2007**
Speaker: Various
Venue: Hilton London Gatwick Airport, South Terminal, London Gatwick Airport

The Real Wine Company

Date: **27 November 2007**
Speaker: Mark Hughes
Venue: Crowne Plaza Hotel Marlow, Marlow

CIM Sussex Christmas party

Date: **6 December 2007**
Speaker: TBC
Venue: Hilton Metropole Hotel, Brighton

Mobile marketing – from concept to handset

Date: **15 January 2008**
Speaker: Stuart Williams
Venue: TBC

Personal selling

Date: **13 February 2008**
Speaker: Ayo Olaseinde
Venue: Croydon Park Hotel, Croydon

SEO vs pay per click

Date: **20 February 2008**
Speaker: Dave King
Venue: University of Greenwich, Kent

Sustainability and its strategic impact

Date: **13 March 2008**
Speaker: David Elliott
Venue: TBC

Improve your presentation skills

Date: **19 March 2008**
Speaker: Ian Price
Venue: University of Greenwich, Kent

Do you see what I see?

Date: **15 April 2008**
Speaker: Baba Awopetu
Venue: Croydon Park Hotel, Croydon

Marketing to the Kent community

Date: **16 April 2008**
Speaker: Steve Sutherland
Venue: Charlton Athletic Football Club, London

How to write copy that really sells

Date: **18 June 2008**
Speaker: Andy Owen
Venue: University of Greenwich, Kent

Keep visiting www.cim.co.uk for regular event updates

Continued from front page

With the growth of WoM marketing also comes unethical tactics. Terms such as 'Shilling' are now coming into the process – which basically involves paying people to discuss and promote a product, without disclosing that they are working for the company.

Commenting on the WoM debate, **Chris Fill** a Senior Lecturer at The University of Portsmouth and leading marketing author has been looking into this new phenomenon, **"There can be little doubt that WoM is a really powerful form of communication. It has been used successfully to help various product launches, both offline (eg. Haagen Dazs and Dyson) and online (eg Sony Bravia). However, I am not surprised that this variant of WoM communication has been developed. I expect it will catch on quickly and be adopted by many organisations across different sectors. In the past the real problem has been about identifying who the opinion leaders are in any**

one market. Using prepaid agents to pass along messages overcomes this problem beautifully. Nevertheless, time will tell whether 'agent messages' have quite the same credibility and impact as messages conveyed by unpaid opinion leaders."

For more information about 'Word of Mouth Marketing', please visit the WOMMA web site at www.womma.org

Further reading:

- **Word of Mouth Marketing** - How Smart Companies Get People Talking by **Andy Sernovitz**
- **Connected Marketing:** The Viral, Buzz and Word of Mouth Revolution by **Justin Kirby** and **Paul Marsden**
- **The Secrets of Word-of-Mouth Marketing** by **Silverman**
- **Grapevine:** The New Art of Word-of-Mouth Marketing, by **Dave Balter**

REGIONAL COMMITTEE

The Board Members for the South East region are all volunteers with previous experience working within one of the branches. Each Board Member is elected to the Board for two years.

Dan MacNamara Board Member and Chairman. West Surrey Branch.
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David Yates Chairman CIM. South East Region.
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Claire Hardesty Board Member and Chair. Croydon & East Surrey Branch.
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To advertise in future issues, please contact Ann Brine or Freya Sutherland by email: ann.brine@ambmarketing.co.uk or freya@ambmarketing.co.uk



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