



WaveMetrix White Paper

Understanding how advocates influence other consumers

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1. Why is online advocacy important to your consumers?

Potential customers rely on online advocates and badvocates when making a purchase decision



Online recommendations are the second most trusted source of information, after friends and family*



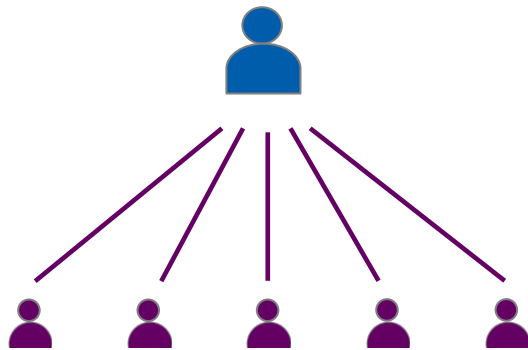
75% of consumers say they take into account online advocacy when making a purchase decision*

*Nielsen, 2012, Global Trust in Advertising and Brand Messages

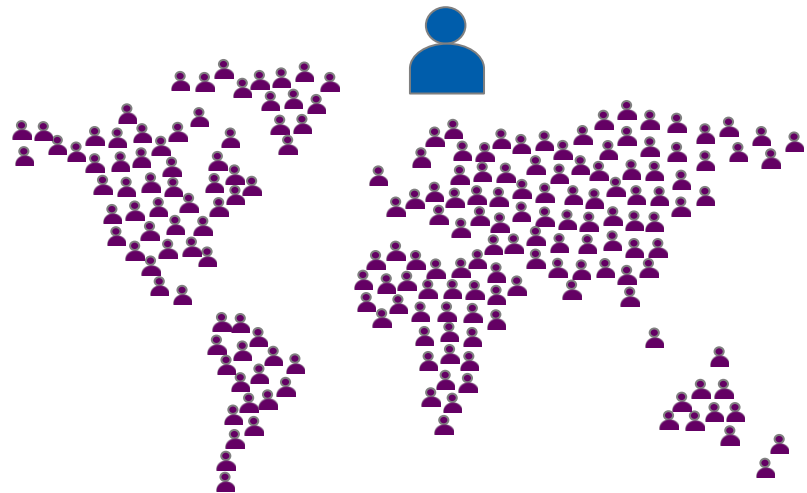
Each online recommendation has a broader influence than an offline recommendation

- Although the majority of advocacy occurs offline, online recommendations have a much broader and global reach:
 - A study published by Forrester* estimates that online influence reaches about 500 billion impressions a year
 - For the equivalent reach to be achieved with offline recommendation, everyone on the planet would need to make 71 recommendations per day

Reach of offline advocacy



Reach of online advocacy



*Forrester, 2009, Introducing Peer Influence Analysis



2. Why is advocacy more powerful than general discussion?

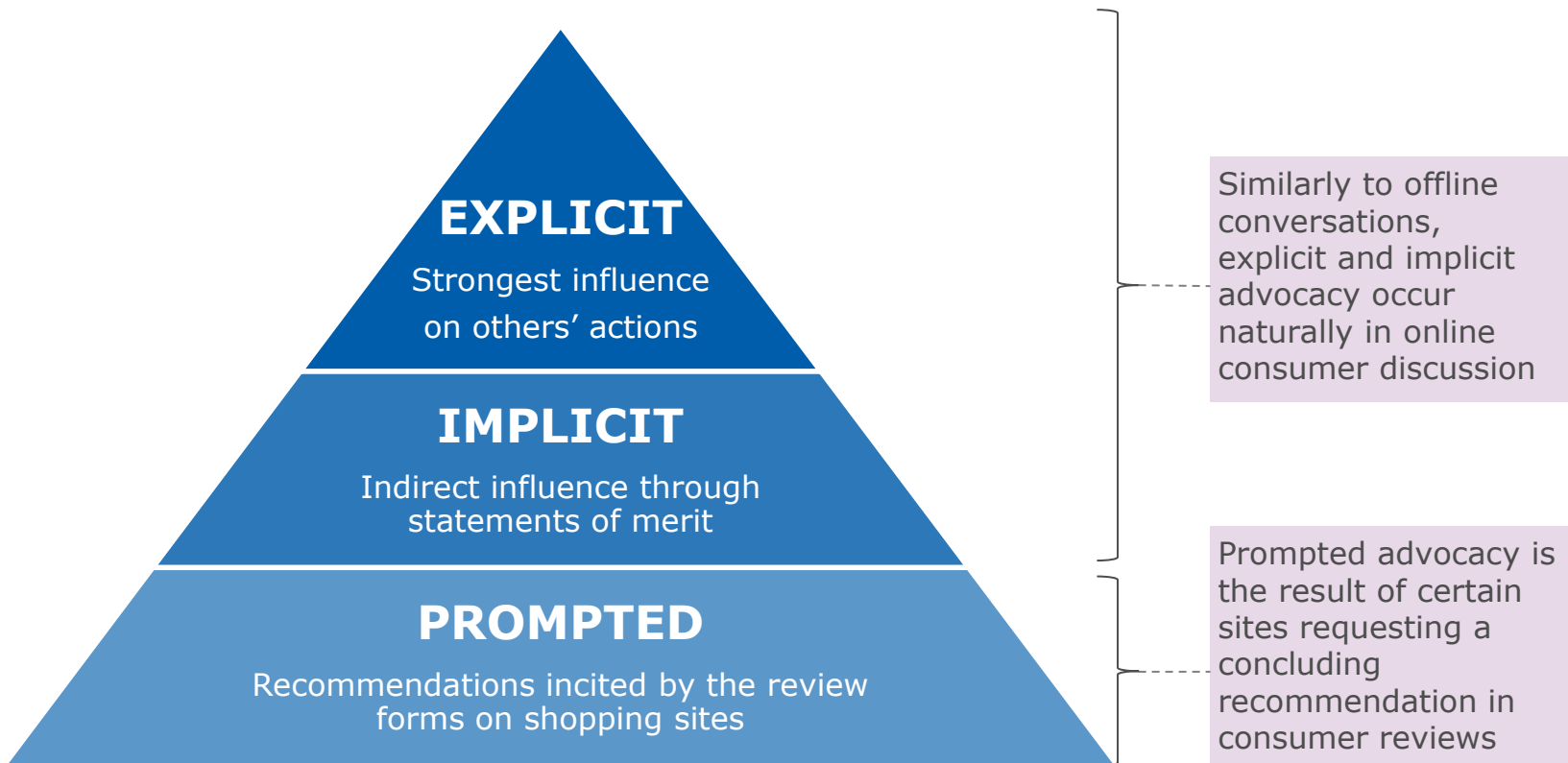
Advocacy differs from general discussion as it aims to influence the decisions of others

- Millions of online conversations occur each day, but only advocacy explicitly aims to influence the purchase behaviour of others:
 - Advocacy is impactful because consumers believe that others will share the same experience as them and hope that they will be seen as a trusted and reliable source of information



There are three ways in which consumers can recommend: explicit, implicit and prompted

The WaveMetrix Advocacy Pyramid



Explicit advocates directly tell others to choose your brand or products

- Explicit advocacy is a direct call to action, telling potential customers to choose you:
 - Explicit advocates “recommend” others to “try”, “buy” or “use” certain brands or products
 - Explicit badvocates “warn” other consumers to “not buy” a product, “stay away” from it or to “get” a competitor product instead

Examples of explicit advocacy:

🗨️ **I recommend you try** the Neutrogena Naturals Facial Cleanser. I’ve been using it for a week and I already notice how soft and clear my skin is 🗨️

🗨️ **Get a Kindle!** It's easy to use, convenient and great for cutting down on the bulk of books you would normally take around with you 🗨️

🗨️ I’d **stay away** from Toyota cars as they’ve proved unreliable 🗨️

🗨️ Between the iPhone 4S and Galaxy SII **I’d get the iPhone 4S** as it’s lighter 🗨️

How can you benefit?

Make your call to actions resonate with the recommendations that customers hear from your advocates

Implicit advocates subtly recommend you through comparisons to competitors

- Implicit advocacy are statements of merit or comparisons to other brands:
 - Implicit advocates tell others that your brand is the “best” or “better” than others and why
 - Implicit detractors tell others why you’re the “worst” or “not as good as” other brands

Examples of implicit advocacy:

↳ The Neutrogena Naturals Facial Cleanser is the **best money can buy!** It removes grease and is gentle on the skin ↗

↳ The Galaxy SII is **the most attractive smartphone around** thanks to its comfortable screen ↗

↳ The Kindle is **slower than other readers when navigating online,** meaning you can’t use it every day ↗

↳ The acceleration on Jaguars **isn’t as good as** on Audis ↗

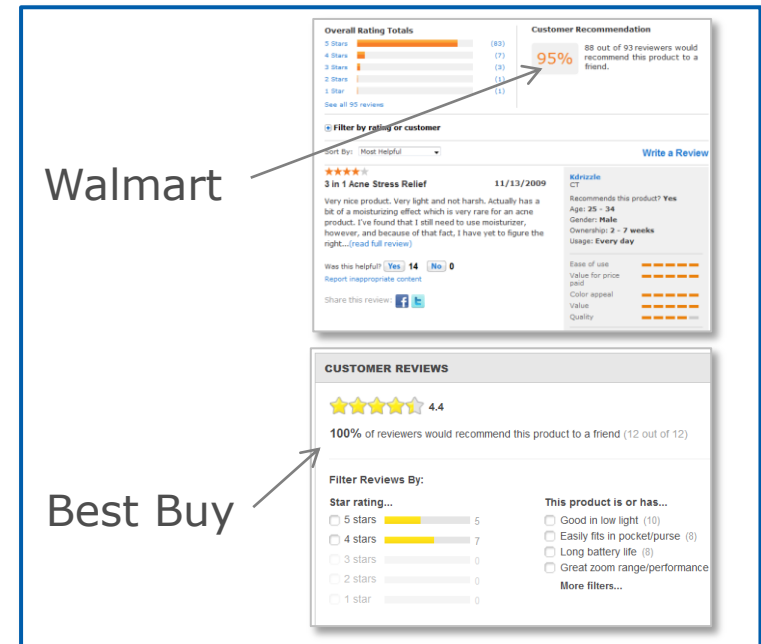
How can you benefit?

Ensure that your communication reflects consumers’ differentiation between your brand and competitors

Prompted advocacy offers customers an easy differentiator at the point of purchase

- Prompted advocacy is triggered by review and shopping sites asking reviewers if they would recommend your product:
 - It provides potential customers with an easy way to identify the most strongly recommended product in comparison to others
- Prompted advocacy is particularly important as it often occurs at the point of purchase:
 - Customers are able to compare advocacy levels right before the purchase decision

Examples of prompted advocacy:



How can you benefit?

Give consumers every opportunity to recommend you, such as on your brand sites or social media pages



3. How can a better understanding of advocacy help you?

Placing advocacy at the heart of your activities



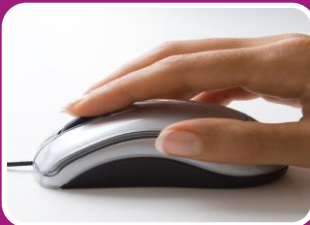
Echo your advocates in communications

- By understanding advocacy, you can refine marketing messages to resonate with the reasons consumers go out of their way to recommend you



Keep your offering aligned with advocates

- Advocates put their name against your products when advising others to buy them, so understanding what drives them can help develop products aligned with them



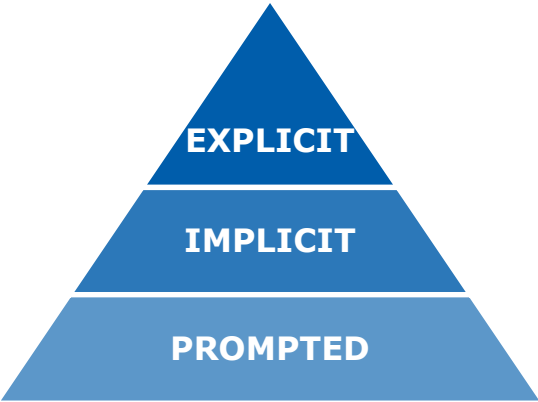
Make it easy for users to recommend you

- Encourage consumers to discuss and review your products to generate implicit and explicit advocacy
- Facilitate prompted advocacy by adding automatic recommenders on your commercial sites

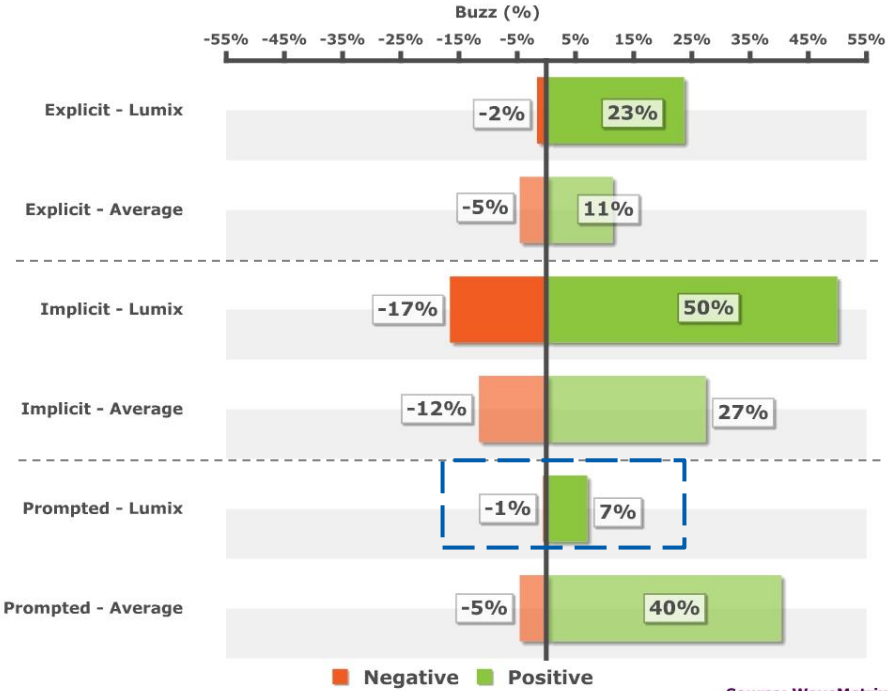
Lumix’s Advocacy Pyramid reveals a weakness in prompted recommendations

The challenge for Lumix

Lumix’s Advocacy Pyramid shows that it has strong explicit and implicit advocacy, but is lacking in prompted recommendations compared to the average



Advocacy Pyramid for Lumix cameras

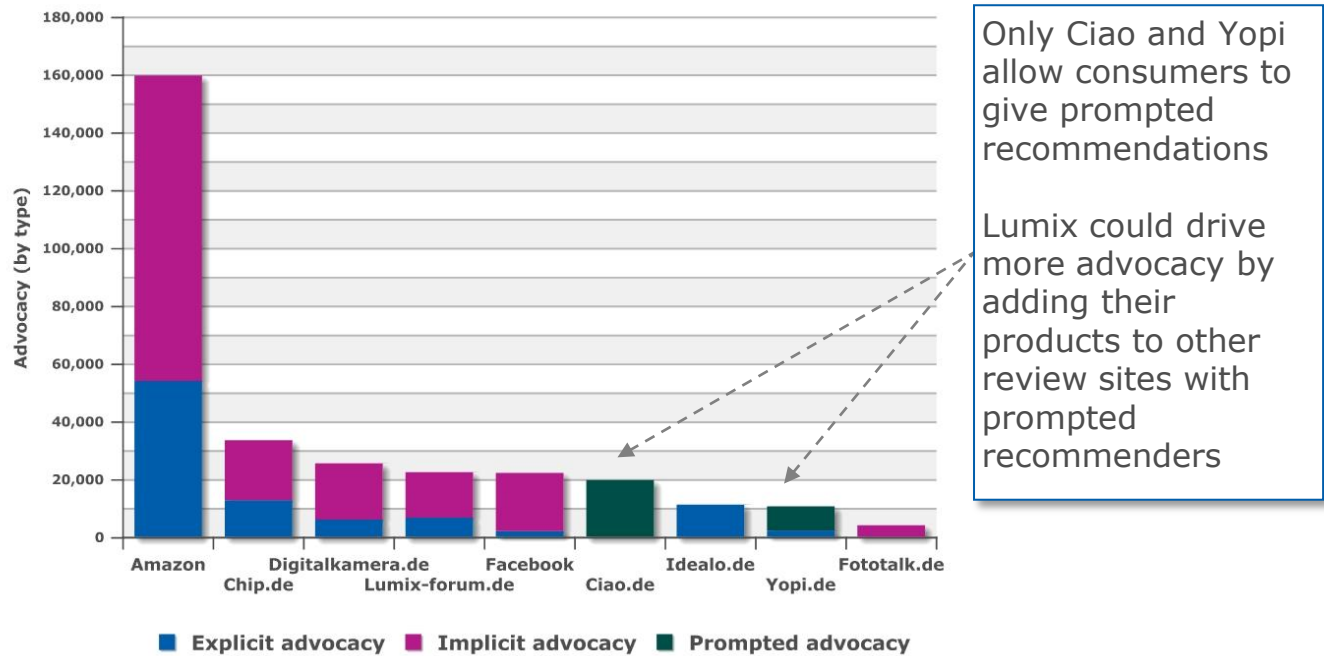


Source: WaveMetrix

Helping Lumix drive more prompted advocacy

Lumix could increase their presence on sites with prompted advocacy
Only a few sites with Lumix buzz have automatic recommenders, suggesting Lumix could drive more advocacy by integrating their products to these sources

Lumix advocacy buzz by source



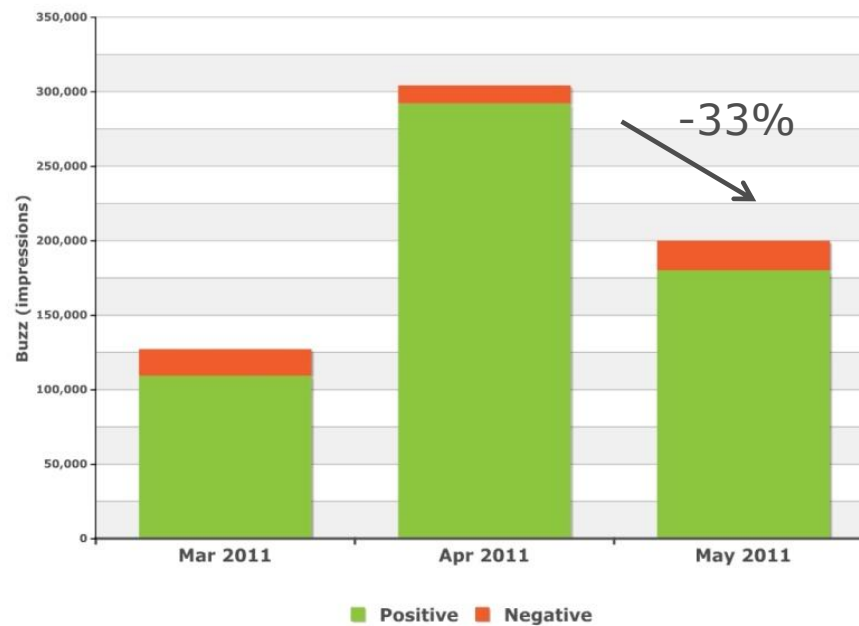
Source: WaveMetrix

Neutrogena Naturals' advocacy drops compared to previous levels

The challenge for Neutrogena Naturals

The level of advocacy for Neutrogena Naturals decrease in May after the April campaign ends, suggesting Neutrogena need to sustain recommendations

Advocacy by month for Neutrogena Naturals (US)



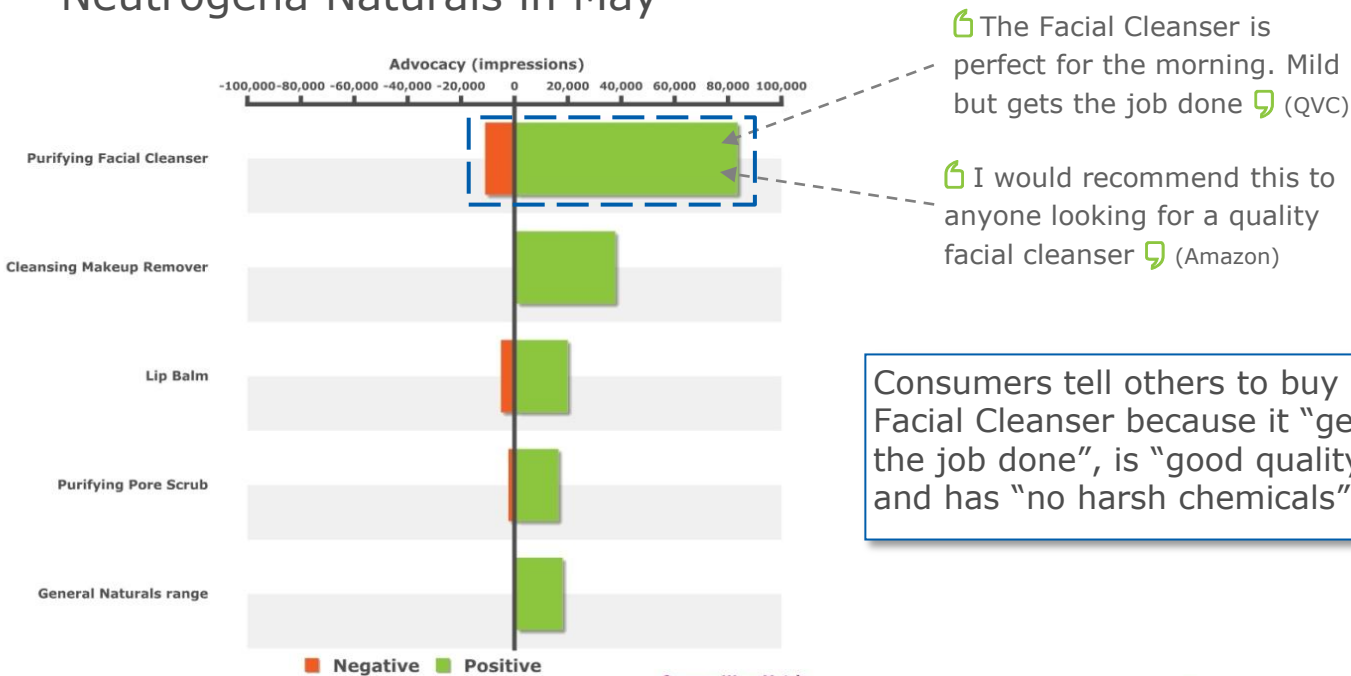
Source: WaveMetrix

Helping Neutrogena Naturals focus on what drives consumer recommendations

Neutrogena Naturals can boost recommendations by aligning with advocates

- NN advocacy in May is driven by users of the Facial Cleanser recommending it to others
- Focusing on this product in communication could help drive more advocacy, as well as the level of potential customers reading recommendations

Top advocacy driving products for Neutrogena Naturals in May

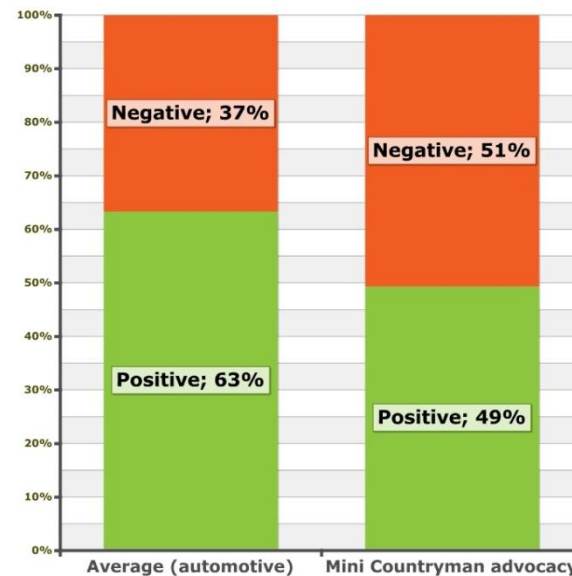


Mini Countryman advocates are much more divided than average

The challenge for Mini

The Mini Countryman generates much more badvocacy than average, suggesting Mini should encourage more positive recommendations by understanding why advocates tell others to choose the Countryman

Mini Countryman: % positive and negative advocacy versus average (UK)



Source: WaveMetrix

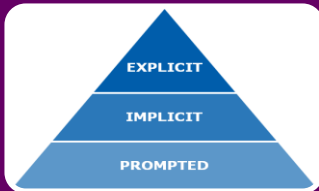
Case study 3: Helping Mini align with the language of advocates

Countryman advocates focus on the experience owning one
Mini could drive more positive buzz by aligning with advocates, who tell others to get a Countryman for the feeling of owning one, and their language

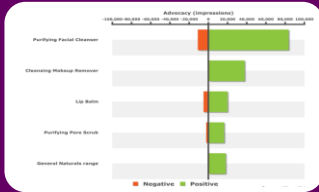
Mini Countryman advocacy by topic (UK)



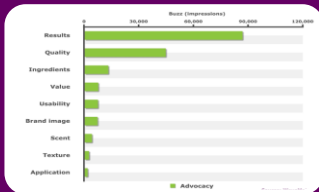
Contact us for more information about how advocacy can help you



See what your Advocacy Pyramid looks like



Learn how you can measure and analyse recommendations about your brand



Discuss how a better understanding of advocacy could impact your business

Read more case studies on Wave, our social media blog

- Visit our [Wave blog](#) for weekly case studies on how brands are using innovative approaches in social media:
 - Follow us on [Twitter](#) for the latest updates or subscribe to our weekly newsletter directly on the [Wave blog](#)
- You can also read our previous quarterly reports, which summarise new trends in social media marketing:
 - [Q1 2012](#)
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