



# The Power of Word of Mouth

Impact & Strategy for Event Marketing Success

Research-Based Insights for Event Marketing Professionals

Attendee Acquisition Roundtable March 2025



# What we'll cover today

- Topline stats on WOM
- Communication patterns
- Significance to the event industry
- Key influence factors
- The Psychology of Sharing
- Effective WOM for event marketers
- Future trends
- An implementation plan





# Source Material

## 3 research documents about WOM

- What Gets Shared, and Why? Interpersonal Communication and Word of Mouth (August 2024)
- The relationship between electronic word of mouth and brand: A systematic review and future research agenda (January 2024)
- Impact of electronic word of mouth (e-WOM) on purchasing decisions: an empirical study (October 2024)

Recent research with different methodologies and approaches to overlapping areas of the subject



# What is WOM?

## Reviews and Ratings:

- Online customer reviews on platforms and websites
- Numerical ratings and star systems
- Written testimonials and experiences
- Photo and video reviews

## Social Media Content:

- Social media posts about products/services
- Shares and reposts of experiences
- Comments and discussions
- User-generated content about brands



# What is WOM?

## Above the line

- Instagram
- LinkedIn
- Trustpilot
- Eventible
- Trip Advisor

## Below the line

- Email
- SMS
- WhatsApp
- Slack
- Signal

People are **talking** about **your** brand in places you **can** see and in places you **can't**



# Communication Patterns

People spend **50-80%** of their day communicating

Over 20 billion texts sent **daily**

Social media sharing continues to grow **exponentially**

Reviews increasingly include **multimedia** elements

Social media timelines are **busy**

Email is **failing**





## Event Industry Significance

Higher **Impact** on Services:

- 90% correlation for **experiential** services vs 65% for products
- **Non-tangible** nature increases review importance
- Greater influence on **high-value** purchasing decisions
- Crucial role in reducing **perceived** risk
- Stronger impact on brand trust for **services**



# Key Influence Factors for effective WOM

## Information Quality:

- Accuracy and relevance of content
- Completeness of information
- Timeliness of reviews
- Depth of experiential details

## Visual Impact:

- Integration of photos and videos
- Quality of visual presentation
- Visual documentation of experiences
- Aesthetic appeal of review platform

## Source Credibility:

- Reviewer expertise level
- Platform trustworthiness
- Verification status
- Professional credentials

## User Experience:

- Ease of finding reviews
- Platform choice
- Navigation simplicity
- Mobile accessibility





# Psychology of Sharing - Key Motivations

**Impression Management:** Share to look good to others

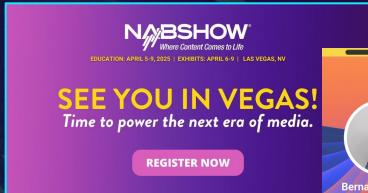
**Emotion Regulation:** Share to process feelings

**Information Gathering:** Seek and share knowledge

**Social Connection:** Build relationships through experiences

**Social Validation:** Confirm choices through community

**Personal Identity:** Express values and preferences



Understanding these drivers helps create shareable moments and experiences



# Effective WOM for event marketers

## Pre-Event

### Building Anticipation:

- Encourage early registrant sharing
- Create behind-the-scenes content
- Develop shareable preparation updates
- Launch targeted social media campaigns

### Community Engagement:

- Identify and activate key influencers
- Create exclusive preview content
- Foster online community discussions
- Implement referral programs

### Platform Preparation:

- Optimize review systems
- Set up monitoring tools
- Create sharing frameworks
- Develop response protocols



# Effective WOM for event marketers

## Pre-Event - Building Anticipation







# Effective WOM for event marketers

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Filipe Pereira, PhD  
Lund University, Sweden

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Christos Mastoras  
Founder & Managing  
Partner  
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# Effective WOM for event marketers

## Pre-Event - segment, target, motivate

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# Effective WOM for event marketers

## Pre-Event - Community Engagement



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# Effective WOM for event marketers

## Pre-Event

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# Effective WOM for event marketers

## Pre-Event - Platform Preparation

	Event - 2025												
	# of stakeholders	# of stakeholders using the tool	% stakeholders using the tool	Gleanin Conversions	Shares	Conversion of shares	Clicks	Conversion of clicks	Gleanin Conversions	Cost per Conversion	Visit - Action Code Reg	Visit - Action Code Visitors	Visit - Overall Gleanin Conversion
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Staff/Team			#DIV/0!			#DIV/0!		#DIV/0!					
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# Effective WOM for event marketers

## During-Event Execution

### Facilitate Sharing:

- Create designated photo opportunities
- Set up social media stations
- Implement event-specific hashtags
- Design shareable moments

### Content Generation:

- Live social media updates
- Real-time testimonial collection
- Video highlight creation
- Interactive content capture

### Engagement Monitoring:

- Track hashtag usage
- Monitor sentiment
- Respond to feedback
- Adjust strategy as needed



# Effective WOM for event marketers

## During-Event Execution





# Effective WOM for event marketers

## Post-Event Amplification

### Review Management:

- Actively solicit feedback
- Respond to all reviews
- Address concerns promptly
- Share positive experiences

### Content Leverage:

- Watch on demand
- Curate user-generated content
- Create highlight reels
- Develop case studies
- Build testimonial library

### Future Planning:

- Analyze engagement metrics
- Identify improvement areas
- Update sharing strategies
- Plan next event promotion





# Effective WOM for event marketers

## Post Event



**How To Build Physical AI  
for Mobility, sponsored by  
Indy Innovation Challenge**

 **Paul Mitchell**  
Indy Innovation Challenge, Inc.


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# Measuring Success

## Quantitative Metrics:

- Volume of mentions
- Engagement rates
- Conversion rates
- Reach statistics

## Qualitative Metrics:

- Sentiment analysis
- Content themes
- Feedback quality
- Brand perception

**Regular monitoring  
and analysis help  
optimize strategy  
and demonstrate  
ROI.**



# Future Trends

## Emerging Technologies:

- Video-first content and live streaming
- AI-powered sentiment analysis
- Automated response systems
- Predictive analytics for engagement

## Platform Evolution:

- Cross-platform integration
- Social commerce growth
- Community-driven features
- Interactive experience sharing

## Brand Co-creation:

- Increased user-generated content
- Community involvement in planning
- Interactive experiences
- Real-time feedback



# Action! Implementation Plan

## 1. Audit Current Strategy

- Review existing WOM management
- Identify gaps and opportunities
- Assess resource needs

## 2. Platform Development

- Optimize review systems
- Enhance sharing capabilities
- Improve monitoring tools

## 3. Content Strategy

- Create sharing framework
- Develop content guidelines
- Plan engagement tactics

## 4. Team Training

- Build WOM management skills
- Establish response protocols
- Define roles and responsibilities

## 5. Measurement System

- Implement tracking tools
- Define success metrics
- Create reporting framework





## Key Takeaways

- WOM is **critical** for event marketing success with 90% correlation to outcomes
- Focus on facilitating **authentic**, positive sharing experiences
- Build strong online **communities** around your events
- Implement comprehensive **pre, during, and post**-event strategies
- Stay ahead of **emerging** trends and technologies

“Every attendee is a potential brand ambassador - make it easy and rewarding for them to share their experience.”



Thank you

[gerry@gleanin.com](mailto:gerry@gleanin.com)

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[gleanin.com/activate](https://gleanin.com/activate)

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