



2.4BN

conversations that involve a brand per day



3.3BN

brand impressions per day

1.4

impressions per WOM conversation

We wondered... what effect do the Internet and Internet enabled devices have on Word of Mouth?

Consumer conversations have three opportunities to leverage media content



Before Conversation
The "trigger" or spark, source of prior knowledge



During Conversation
Reference resource, fact checking, content to share



After Conversation
Learn more, verify, take action, share more widely

Offline conversation is still the dominant form of social media



1



94% of WOM brand impressions occur offline



Marketing content is an important resource before, during and after brand conversations



21% 20%

Internet is on par with TV as a top catalyst for WOM conversation

Internet is the #1 resource utilized to take action after conversation



2x



2

Primary use is to "seek additional information"

Internet is twice as important as any other media after WOM conversation

Internet is most important source of content before, during and after conversation

The Internet is where people turn to after conversations for more information

3

30%

#1



Internet is often a resource after WOM stimulated by TV

Search is utilized more than any other site type

Google is leading search site for WOM

Google directly informs 146 million brand conversations a day

6.1%

15%



4

Google is used to directly inform 6.1% of all WOM conversations

Search used more than any other site type at each stage of conversation

Users more likely to search than go to social media after a conversation

WOM from search is more credible than WOM from online social media sites

5

54%

25%

\$

Consumers that are highly likely to purchase an item based on WOM

Users are 25% more likely to find WOM impressions referenced by search more credible than social media

Consumers are more likely to purchase an item based on impressions from search rather than social media

Word of Mouth (WOM)



Source: Word of Mouth and the Internet. In collaboration with Keller Fay. June 2011.

Our Methodology

The study measured the degree to which media & marketing channels provide content to consumer conversations about brands

Every respondent in the survey reported:

- Whether anybody in their recent conversation relied on media or marketing sources of content before or during the conversation
- We also asked whether respondents sought out more information from any source after the brand conversation

For more information and full study go to google.com/think/insights