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**Beyond Buzz:  
The Next Generation of Word-of-Mouth Marketing**

By Lois Kelly

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"To become relevant, you need to engage your customers. **Beyond Buzz** is a practical guide on how to develop conversational marketing techniques in today's consumer-driven world. A must read for today's brand builders."

-- Mike Janover, VP Marketing, CNET

"*The Cluetrain Manifesto* was a call for corporations to wake up to the global conversations about them, and potentially with them. In **Beyond Buzz**, Lois Kelly gives corporations the practical tools to answer that call."

Walter J. Carl, Ph.D., Assistant Professor, Northeastern University

"...offers a comprehensive set of tools and strategies for standing out in our already tippytoed, over-hyped world."

-- Mark Lundgren, Strategic Planning Leader, Swiss Re Americas

**Make Meaning, Not Buzz:**

**New Book Shows How to Succeed in the New Conversational Marketing World**

How to get people to connect with our organizations, products and people more quickly?

Learn how to listen, find a point of view, and have conversations in new ways, according to the new book *Beyond Buzz: the Next Generation of Word of Mouth Marketing*, an actionable and engaging guide on how to transform traditional marketing and communications practices into two-way conversations.

The first book to focus on the message – not just the mechanics – of conversational marketing, *Beyond Buzz* provides practical advice, tools, and techniques for listening in new ways, creating fresh ideas to talk about, and re-designing marketing roles and functions.

Author Lois Kelly also shares real-world stories of companies who are succeeding with conversational marketing, like Sun Microsystems, Unilever's Dove Brand and Women and Infants Hospital, as well as some organizations and executives who have been less successful.

*Beyond Buzz* shows how to:

- Uncover amazingly interesting “talk-worthy” ideas that exist in every organization.
- Create a fresh point of view that lights up conversations and gets people to say, “That’s interesting. Tell me more.”

- Overcome the most common obstacles to succeeding in a word-of-mouth marketing world.
- Listen in new ways, making customers feel heard and gleaning valuable business insights.
- Tap into nine fundamental themes that always get people talking.
- Rethink how the marketing organization, showing how to evolve the eight marketing functions most important to conversational marketing.

The bottom line is that marketing today involves engaging in conversation, and with ***Beyond Buzz***, the author has boldly defined the best methodology for *igniting* the conversations, and making long-lasting meaning, not just buzz.

**About the Author:**

Lois Kelly, co-founder of strategic communications firm Foghound, believes the root cause of most business and marketing problems is communications. She's dedicated her career to helping companies talk about their companies and issues in ways that get people to buy, believe and change, no matter how complex the topic or how competitive the market. Clients have included SAP, Sun Microsystems, Sapient, FedEx, The Business Innovation Factory, Communispace, eRoom, Copernicus, Orange, and SAS Institute.

Previously, Lois was co-founder and president of Thunder House, a pioneering digital marketing agency, senior vice president of The Weber Group, a high-tech public relations agency, and an executive speechwriter and issues management and crisis communications specialist.

Lois' articles have appeared in *USA Today*, *The Wall Street Journal*, *Brandweek*, *Advertising Age*, and *Adweek*, and she frequently speaks at conferences on marketing and communications throughout the world. She blogs at <http://blog.foghound.com>.

Lois is a board member of the Tony-award winning theater, Trinity Repertory Company, and is an advisor to Northeastern University's fast-growing Communications Studies program. She's a graduate of the University of New Hampshire and Harvard University.

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