

IF YOU'RE NEW TO FOGHOUND, we help companies "connect" faster with people – prospects, customers, employees, market influencers - - which usually shortens sales cycles and almost always makes it easier to talk about the company in interesting ways.

To get people more involved faster, we've found that two marketing approaches trump all others:

- 1 **REALLY LISTENING TO CUSTOMERS AND THE MARKET** and bringing those ideas back into the company. Being an advocate on behalf of customers, if you will.

- 2 **HAVING SOMETHING INTERESTING TO TALK ABOUT** so people want to talk with your executives and sales reps and vice versa. Companies stop short of creating opportunities for dialogue by relying too much on typical messages and value proposition statements, which aren't by their nature interesting conversation topics.



This listening and 'talking with' is conversational marketing, a cousin to word-of-mouth marketing.

What is conversational marketing?

BUZZ MARKETING: entertainment or news to get people to talk about your brand.

WORD-OF-MOUTH MARKETING: giving people a reason to talk about your products.



CONVERSATIONAL MARKETING: giving people **a reason** to talk about ideas, beliefs, issues relevant to your product, organization.

Source: *Word of Mouth Marketing Association*

The two biggest obstacles to conversational marketing.

- 1 **Having something interesting to talk about that provokes conversations.**
- 2 **Knowing how to listen.**

What's interesting?



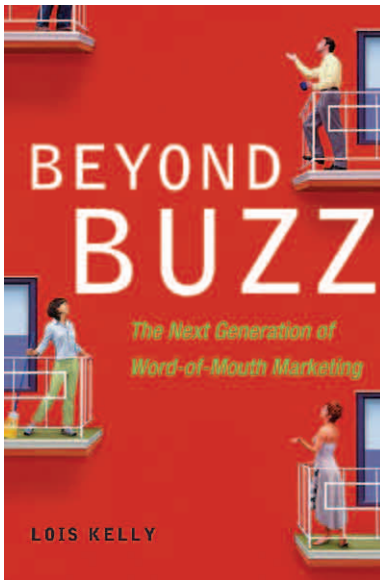
A POINT OF VIEW!

What's point of view?



BELIEFS, OPINIONS, VIEWS ABOUT...

...issues, trends, news, problems,
opportunities.



“*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, Department of
Communication Studies Northeastern University

“This is an amazing book, a must read for every marketing manager interested in improving ROI. Stimulating, informative, lively, beautifully written, it’s loaded with more insights per page than any marketing book I’ve read. I love it.”

— Kevin J. Clancy
Ph.D., Chairman & CEO, Copernicus Marketing Consulting

“*Beyond Buzz* is filled with no nonsense, straightforward, and — heaven help us! — hype-free advice for marketing professionals. Kudos to Ms. Kelly for reminding me of why I got into this field in the first place.”

— Peg Culotta Kates
Director, SAP Global Public Services

“I first encountered Lois Kelly at a conference a couple of years ago. She was the bright light among many excellent speakers... conversational, engaging, dynamic, coming to you with fresh ideas and a unique point of view. Her message: marketers can unleash their companies by getting them to have exactly these attributes. *Beyond Buzz* is that more, and more. It builds on her important ideas and offers a comprehensive set of tools and strategies for standing out in our already tippytoed, over-hyped world.”

— Mark Lundegren
Strategic Planning Leader, Swiss Re Americas

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

— Mike Janover
Vice-President of Marketing, CNET

EVERYTHING WE DO is designed to help companies more easily talk about their business or product in interesting ways. To customers and prospects, to analysts, to employees. Doing so helps people more quickly understand what you're about, builds more trusted relationships and shortens decision-making.



Foghound
COMMUNICATION

Lois Kelly

401.333.5464 LKELLY@FOGHOUND.COM

Janet Swaysland

617.549.9366 JSWAYSLAND@FOGHOUND.COM

96 Front Street Marblehead MA 01945

www.foghound.com

“that’s interesting, tell me more...”