THE AGE OF DIGITAL
MOUTH
PUBLICITY

PREFACE

This is a book for everyone who has something to sell and wants to grow their knowledge of Mouth Publicity. Word of mouth marketing is an old traditional marketing practice. It has not been here just for multinational corporations with huge marketing budgets. It's for all businesses and enterprises of any size. LOGIC INNOVATES is an innovative marketing and sales automation tool development company. The innovative minds brainstormed the existing Word-of-mouth marketing process for days and introduced the term MOUTH PUBLICITY MEDIA on 14 February 2022 and launched their product OpenChallenge MOUTH PUBLICITY MEDIA tool for all business.

The ideas and practical information will work for everyone. You don't need to be a marketing genius to read and understand MOUTH PUBLICITY MEDIA. Why? Because MOUTH PUBLICITY MEDIA isn't about marketers or marketing. It's about customers and why those customers would want to spread the word about any business.

MOUTH PUBLICITY MEDIA WORKS for any kind of product or service. It also works for causes, ideas, charities, and organizations anything people want to talk about.

A Promise

When you are done with this book, you will be able to know the mouth media world in deep. You will know techniques to reach more customers through your own customer that too within few hours of your time. The day after this you will know the techniques of how to make more people talk about any brand. A week later, you'll have a lot more techniques to increase footfall for any bus-niess.

CONTENTS

The brand is not what one tells the consumer; the Brand is what consumers tell each other..!!

# IT'S ALL ABOUT A FANTASTIC MOUTH PUBLICITY MEDIA MARKETER!

People love to talk..!
Either it's about products or services. They talk..!

They talk about electronic devices, hairs, cosmetics, food, travel places, and many more. But this is just a casual mention. Sometimes someone loves the service but skips to mention it, or maybe doesn't want to talk about it. But that doesn't mean they don't love it.

Okay How would be other entrepreneurs market their business currently?
Maybe they would be doing Facebook ads, Instagram reels, big hoarding presentations, newspaper ads, radio advertisements, or any other traditional or digital promotion.

But the fact is while doing these, those entrepreneurs and just their team is speaking about their business. In the marketing world, just one speaking about their own brand does not create any difference.

How does this sound?
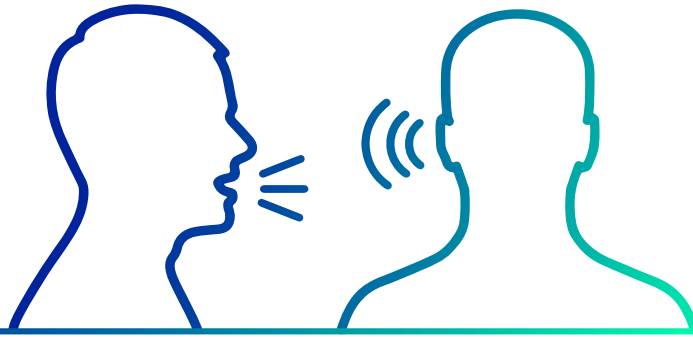
Customers tell their friends about a specific brand and that friend gets converted into the next customer!!

This is real word-of-mouth marketing. The power of word-of-mouth marketing is about earning that, good conversation about any business from different customers in their network.

It really doesn't matter which business one is running. People asked their close ones before making their buying decision. We to ourselves turn up to our close ones, when we need to buy something leaving beside all broachers, ads, and phonebook.

This suggestion plays a big role in a game.

This is where we "LOGIC INNOVATES" decided to make this game, **"A BIG SOLUTION"** to business with OpenChallenge.

OpenChallenge MOUTH PUBLICITY MEDIA
In the 1970's Word-of-mouth concept was introduced by George Silverman when he was working on a teleconference peer influence group. Word-of-mouth was just a casual spread of oral communication by one customer to another customer. A few years after this concept got polished and was converted to one of the most used marketing strategies, this is where Word-of-mouth marketing terminology got introduced to the world.

Word-of-mouth marketing was a marketing strategy that businessmen used to motivate their customers to spread the word for their business through traditional offline platforms.

LOGIC INNOVATES brainstormed this process for days and on 14th FEBRUARY 2022 introduced a new term to the marketing world **"MOUTH PUBLICITY MEDIA"** through OpenChallenge

Like other media i.e Social media, Digital Media, Traditional Media, this OpenChallenge MOUTH PUBLICITY MEDIA is also going to help businesses to market their products/services but in most efficient, organic, and cost-friendly ways.

Today In the market, every second person is talking about something and someone's business. Even at the current, you would be also talking about any product or service too.

But No one knows which customer is talking or to whom, Right?

OpenChallenge brings in a potential method of knowing who is talking about which business and to whom. Word of mouth marketing in a market is still going on and working amazingly but just as a casual mention.

We believe that
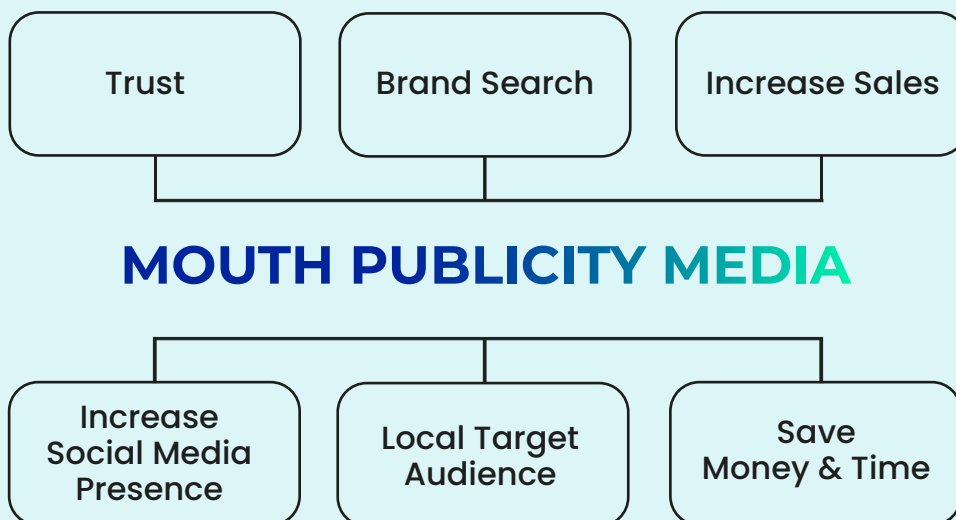# "Grahak hi Grahak ko Laata Hai"

So, we developed OpenChallenge with a core vision to keep this belief as a priority and to keep a count of every accountable action of customers through mouth publicity.

In the end, marketing is pretty easy, it's just about making customers happy. Let me tell you one golden rule before moving further.

Marketing is all about earning loyalty, respect, and recommendation from customers and they will do the rest of the work for Brand growth.

Trust	Brand Search	Increase Sales

MOUTH PUBLICITY MEDIA

| Increase Social Media Presence	Local Target Audience	Save Money & Time

WHAT IS MOUTH PUBLICITY MEDIA?

Think about what does it take to make the customer happy? A good customer service, a valuable product at cost-effective pricing, and some rewards at the cash counter. Isn't this the best combo?

Impressive Customer Service + **Valuable product price** + **Rewards** =

Fantaaaastic..! What a Fusion!!
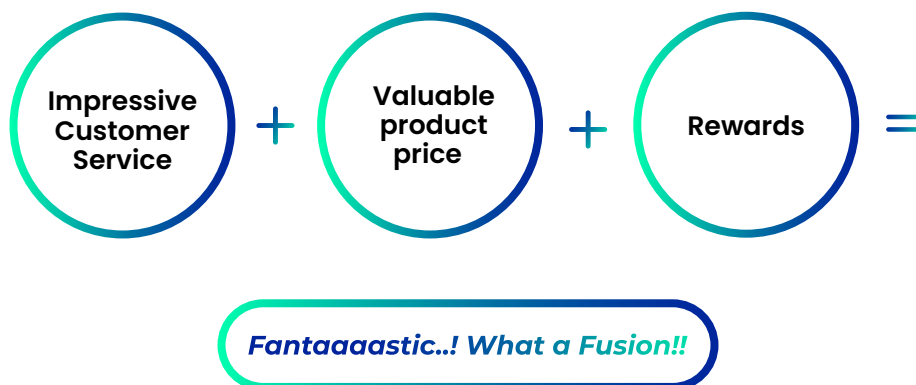
How does this combo sound to you now?
Amazing right!!

It's a simple philosophy when customers are happy; they put their trust in the Brand. When they trust Brand, they are willing to put their words on the line for that Brand again and again!

Okay now tell me what are the other options? Bore customers and get forced to spend millions on advertisements? Annoy with stuff they don't trust and watch customers walk away and take their friends too with them?

It's very obvious when your customer won't talk about a brand, then that Brands have to pay newspapers, Facebook, and other sources to do that. But why?

Isn't it better to spend advertising money on customers who in return will be loyal customers, who in return will be loyal promoters?
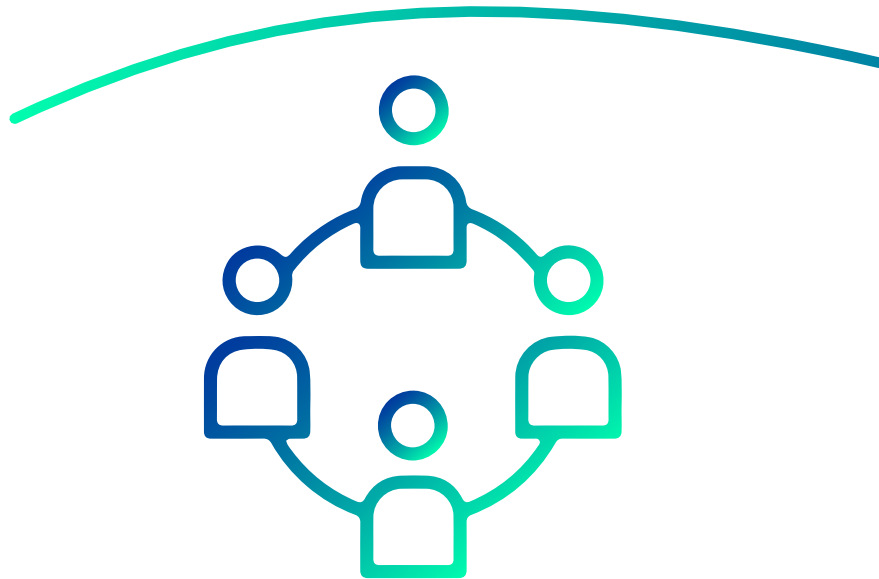
Yes, with MOUTH PUBLICITY MEDIA, one can do this!

MOUTH PUBLICITY MEDIA is a never-ending sharing feature. It works as an effective tool to create promotional content using customizable templates or integrating business websites.

The content once created can be shared in the form of a link with the current customer base which they will re-share in their network.
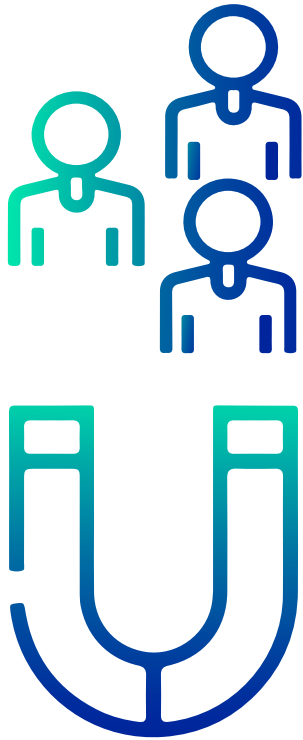
But why would they re-share?

Won't you share if you are getting some rewards?
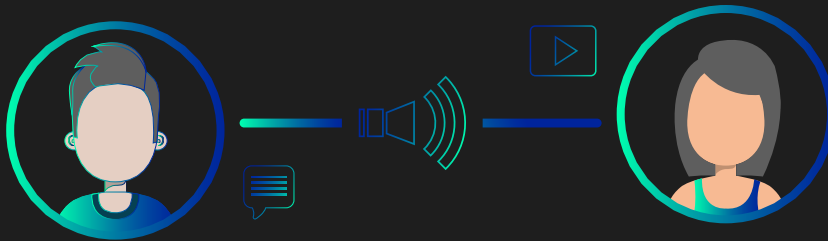
Similarly, reward customers back with some amazing offers, discounts, cashback and give them the reason for the mouth publicity of your business. It's business and it's simple. Take it with one hand and give it back with a second.

Yes, MOUTH PUBLICITY MEDIA is a customer magnet!

One can use own customers to pull more customers. Few shares from clients can grow business ten times faster than anything else.

OpenChallenge is always ready to work with as per any business strategy. One can create different promotional content as per their business.

Different promotional offer categories are as below: -

INSTANT CHALLENGE

If the business strategy is to grow social media presence then who can be the best social media followers than customers, start creating & sharing an offer using OpenChallenge. Ask them to perform some instant activity on business social media pages and one can then reward them back with a small offer in return. This will make them happy too and even business objective will also be fulfilled.

CASH- PER-CLICK

One can create a Cash-Per-Click offer for customers. Just Create a promotional content offer. Set a minimum-maximum click limit for them. Set a specific amount per click. Cash-Per-Click works simply. Just make an offer, set a budget, set the target, and share with the customer. Once the customer achieves the target one can make them avail of with the benefit by giving cashback on their next purchase.

FIXED AMOUNT

One can create a simple promotional offer by easily setting the clicks target and specific fixed discounted amount. As soon as the customer achieves the target i.e., shares the link and gets the targeted number of clicks on it, businessmen can reward them with a fixed discount amount on the next purchase

PERCENTAGE DISCOUNT

10% off or 20% off are the basic figures that we hear on a day-to-day basis. Simply in percentage discount offers, one can create the promotional content, set the target of the click, and fix the percentage discount as a reward for customers.

All the offers are similar, just the reward businessman wants to offer is different.

Whatever business strategy businessmen have, one can choose accordingly. But the vision behind all the offers is helping businesses spread the word about any business in the form of a link through customers in their network. This just not creates a mouth publicity network for business but also create trust among the new audience.

But what about the potential accounting for this?

With MOUTH PUBLICITY MEDIA, one can always keep an eye on every penny invested

Simply businessman is rewarding back their customer for being their own promoter; so, don't they want to know how and where they are promoting?

Obviously, they want to!
One can do this easily. OPENLINK gives easy access to its multi-featured dashboard. One can always have their eyes on the

- Current active offers

- Total clicks you got on a specific offer.

- A total number of offers you created to date.

- Total customer subscribers for those offers

- Total unique clicks

- Total external clicks

- Total shared links

- Total redeemed links

- Statistic view of the offers

This MOUTH PUBLICITY MEDIA gives one a detailed view of all over investment. Entrepreneurs can always utilize advertising money on loyal customers who in return will bring the next customer.

Isn't that great?

- **No wastage of money**
- **Accountability of every penny invested**
- **Trustful audience reach**

If businesses have more employees in their staff, then OPENLINK works more easily. It's easy!! Just businessmen need to create employee ID with OPENLINK. Give them credentials and let them start sharing offers. But the best thing is businessmen don't need to worry about security, employees can only share and redeem the offer.

EMPLOYEES WON'T HAVE THE SAME ANALYTICAL LENSES AS THE BUSINESS OWNER **HAVE.** THEY ARE THE ONLY **CONTROLLER..!**

**The world's best companies are
built only by their customer's WORDS.**

HOW DOES MOUTH PUBLICITY MEDIA WORK?

Rewards/offers are fundamental for helping meet a lot of marketing goals

Doesn't want to create business buzz?

Doesn't want to grow customer base?

Doesn't want to promote a product or service?
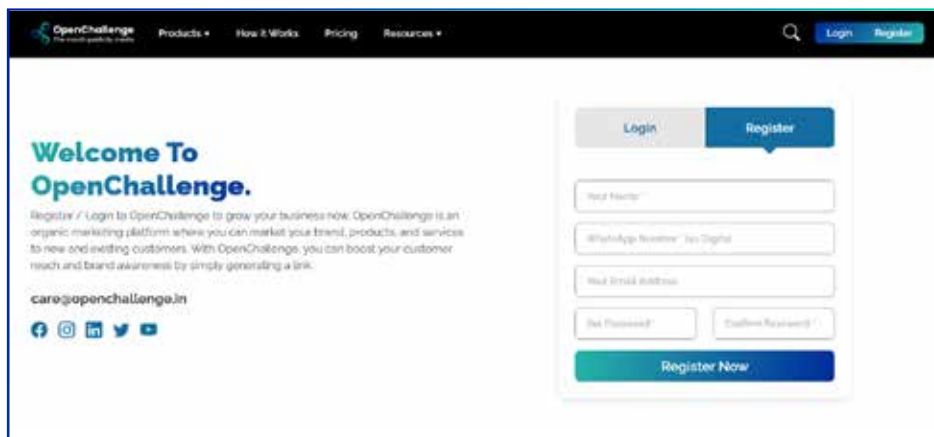
Doesn't want to Make sales soar?

Doesn't want to Grow business online presence?

Yes, one can achieve all these goals and even more with one-MOUTH PUBLICITY MEDIA OpenChallenge with its friendly user experience gives an easy pathway to create and track offers.

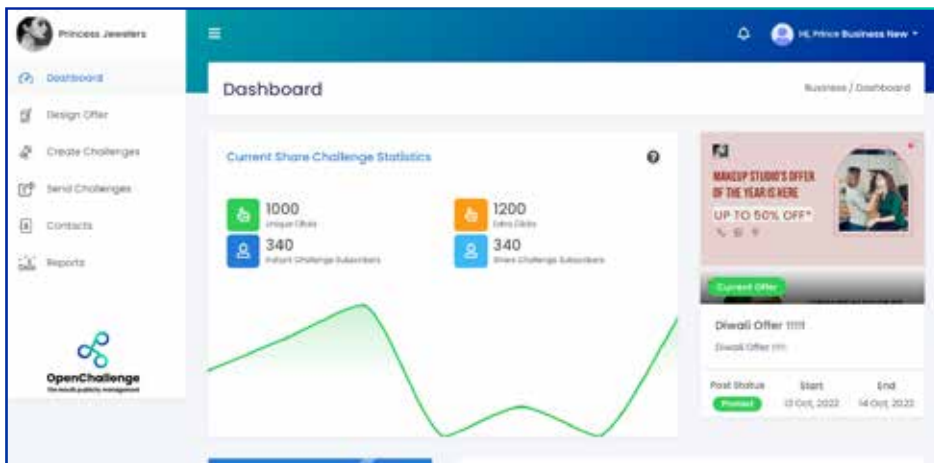# It's easy to set up. It's easy to manage. It's easy to track.

Now let's dig deeper, to create an offer for the business. It's time to start with mouth publicity media. Sign up firstly,
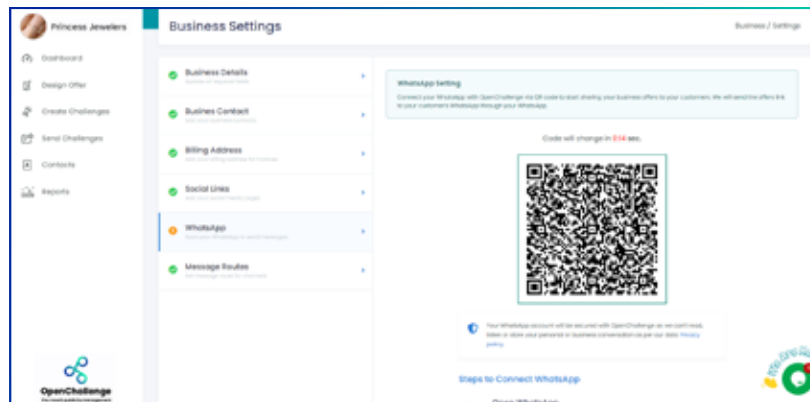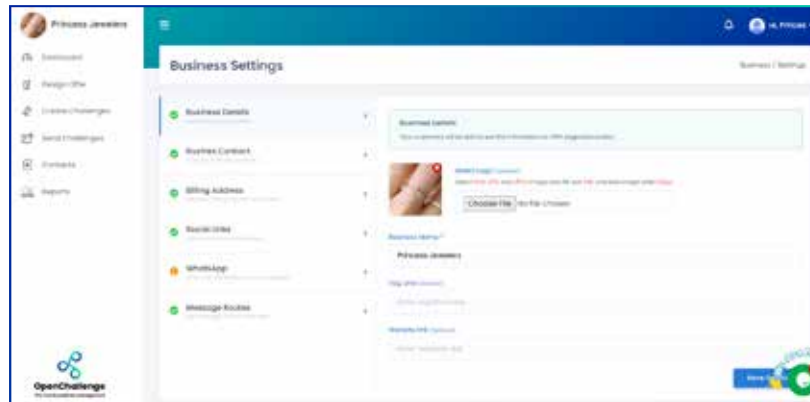
Sign up now

Welcome to OpenChallenge's dashboard.

It's time to fill in business details. Go to settings and update your business profile.

Great, create your first campaign

CASE 1: Rewards

Let's say one wants to create a Cash-per-click/Fixed amount/ Percentage

- Go to Cash-per-click/Fixed amount/ Percentage discount offer
  Now it's time for selection,
- Either one can select a template or can integrate any of their website pages.

Use Templates

- Here one gets landed with multiple templates. Select as per your business category and offer format.
- Once the template is selected, easily customization option is available. Edit image, background color, text font, and so on.
- Continue and here comes the offer details page.
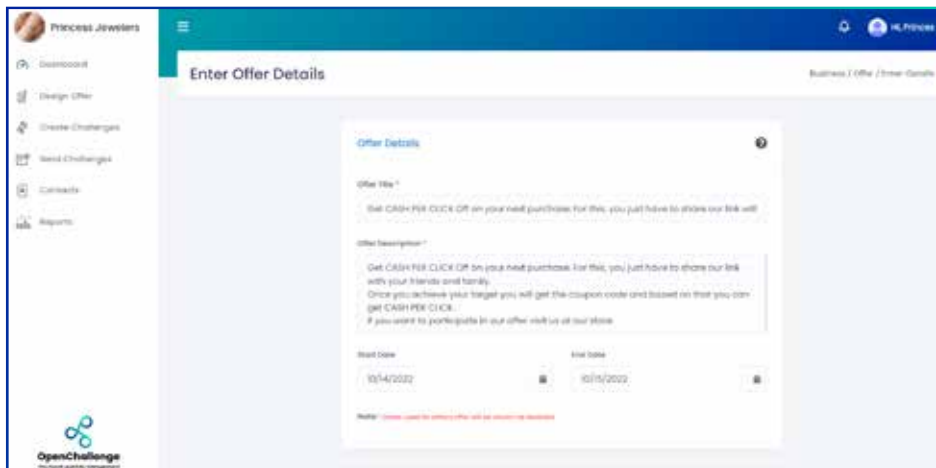
- Now all the required details need to be entered here and set reward details as per business stratergy

- Here it is!! It's is all set now. People can subscribe and share with customers.

My Website Details

- If one wants to promote any of the website pages of a specific business, then one can easily just select the my website page option. Add the website link one wants to integrate. Add offer and reward details. Here one is set! Then just one needs to Subscribe and share with their customer.
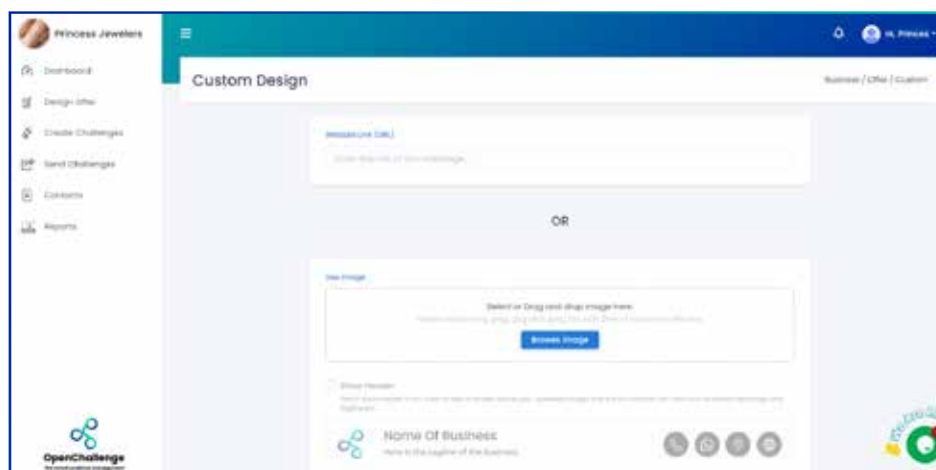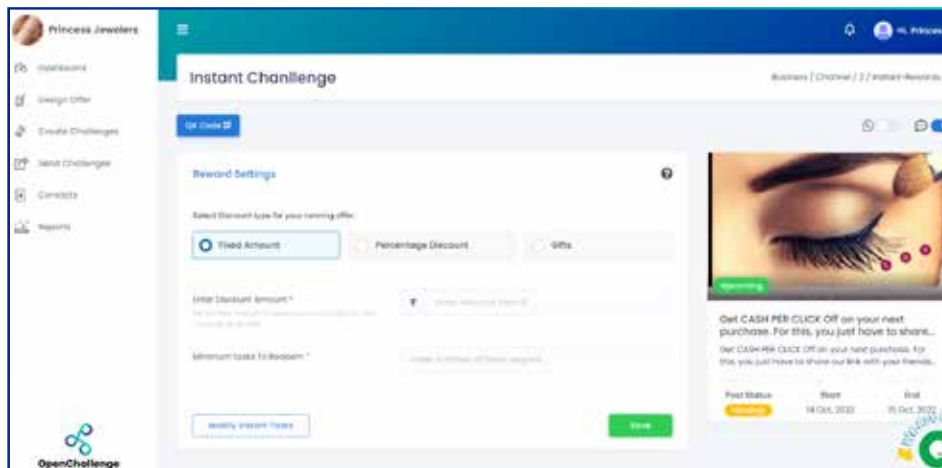
CASE 2: Instant Challenge

Businessman can Create Instant offers for customers easily. One can grow business reach and Social media engagement with own customers

The instant challenge makes customers, the social media followers

Edit offer details, social media links, reward details. Save it, subscribe to it, and share it.

Manging business through employees is now easier with MOUTH PUBLICITY MEDIA
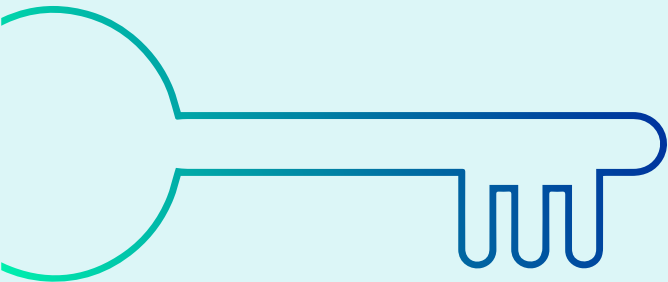
Don't worry there is no risk..!

One just needs to create employee ID. Share it with employees and they will take care of the rest of the game.

Employees can just Share, Redeem, and Check Offers.

OpenChallenge takes care of it. One can always create and store all customer data safely. OpenChallenge has a mouth publicity analytic lens.
One can always count on each offer and each penny invested with a detailed analytical view for offers.
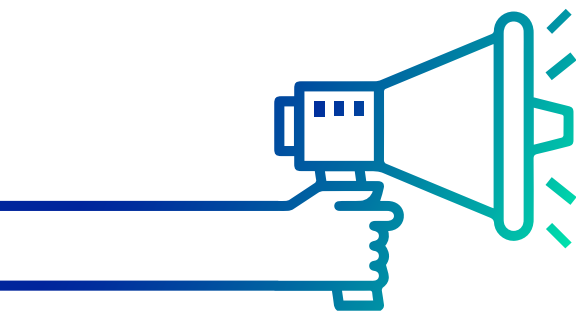
The customer base is Marketing future golden key

WHY MOUTH PUBLICITY MEDIA NOW?

Word-of-mouth marketing has been with us for a long time and will be forever. What's new in this?

NOW IT'S MOUTH PUBLICITY MEDIA

MOUTH PUBLICITY MEDIA is working towards business marketing objectives.
MOUTH PUBLICITY MEDIA is a new specialty that is actionable, traceable, accountable, and planned all in one with OpenChallenge.

MOUTH PUBLICITY MEDIA is one of the marketing tools that help businesses a brand through their own customers. How?
Let's know in details

The Customers are
Real Game Changers

Today every customer has more choice and more information when they want to buy something, but for a long time one thing which has stayed common is asking for a recommendation and that too from the close ones. Similarly, the value of a loyal customer has never been changed too!

But as we all know in today's time nothing comes for free!

So how can we hope for free recommendations and free loyal customers?

In a business, it's an exchange between a businessman and purchaser. Having a stunning product and extraordinary client service is a good beginning but giving rewards/paying back clients for interacting and promoting the brand can be the main ladder between making and losing a deal.

Putting resources into customer loyalty can bring about a positive profit from the investment.

MOUTH PUBLICITY MEDIA
makes customers organic advertisers

OpenChallenge being a digital MOUTH PUBLICITY MEDIA business partner helps business in most efficiently creating different loyalty offers, reaching new customers, and rewarding back customers smoothly.

TRUST BUILDING TOOL

There is no Other Tool to Build Trust Digitally

Tell me the one tool which builds the trust for any brand among people?
Think hard I am just asking for one tool.

Customer is only the strongest tool

When it comes to gaining trust, confidence, and faith in a product or service, the only thing that strikes in our mind is the experience.

But what about building trust digitally?
It simply means sharing the experience digitally!

What's new in it? Reviews and testimonials are also shared; it's also a digital source. Won't you trust it?

Yes, you trust it.

But now, I want to know this review or testimonial you trust, Are they from any authentic source? is it from your close ones or the known ones?

No, right!!

With MOUTH PUBLICITY MEDIA one can build trust digitally and that too from the authentic, verified, and even close known sources. Once customer shares their word for any business in their close networks, the network which is known and has confidence in their choice, shows faith in the word, and indirectly builds trust in that brand.

i
trust your suggestions!

Imagine it's time to start investing and you discussed the investment with your brother. He is elder to you and suggested you the best way is to invest in a jewelry scheme. He told a specific jewelry shop where they have been investing for a year.

Will you trust them? Will you visit the store? Will you start investing?

Yes! Definitely; Because your brother gained your confidence in that store with his words.

Let's say you are a salon owner and you want to promote your bridal packages to gain customers this wedding season.
What will you do?

Instagram ads, Facebook ads, hoardings, newspaper ads
But will this gain bride's trust in your brand?

Will she really trust Facebook ads for her big day makeover?
Will you trust?

When one regular client recommended any brand's service using the OpenChallenge, the trust over that brand is automatically gained for their special day.
With MOUTH PUBLICITY MEDIA, the loop of recommendation starts and continues to their peer's network which makes a salon wedding season brand.

MOUTH PUBLICITY

Mouth publicity is in the market for years. But have you ever thought of this type of marketing is it's the modern version?

OpenChallenge brings a new digital pathway of mouth publicity for every business.

Mouth publicity is the unused marketing potential

Today no one is unaware of the real power of mouth publicity. But why is no one using it still? No one is spending their advertising budget over there. Why?

Maybe just because there is no accountability for it!
Maybe how to utilize this well is still not clear.

OpenChallenge with all its analytical dashboard gives the most scalable and effective media to share about the brand and keep track of each
customer's activity.

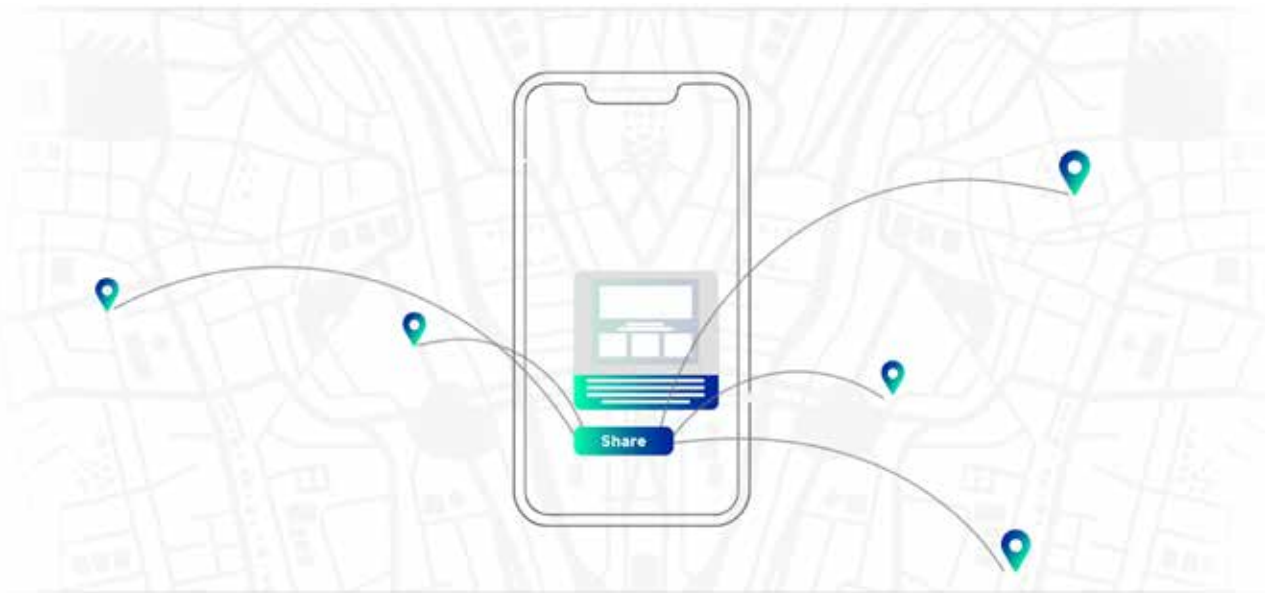OpenChallenge gives the best media to market all brands through

AT THE END OF THE DAY, A HAPPY CLIENT IS A KEY TO BUSINESS..!

WIN-WIN SITUATION WITH MOUTH PUBLICITY MEDIA?

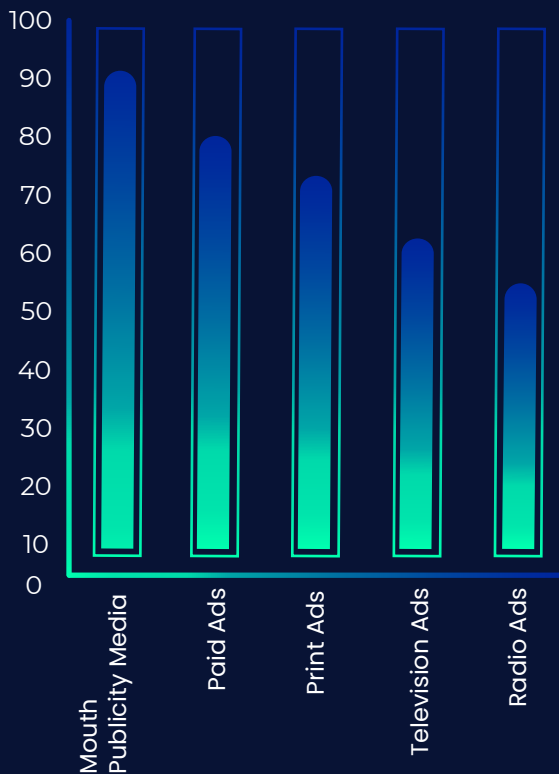A fair comparison between Marketing through other advertising channels vs Mouth Publicity Media

A fair comparison between Marketing through other

Advertising's Channels vs MOUTH PUBLICITY MEDIA

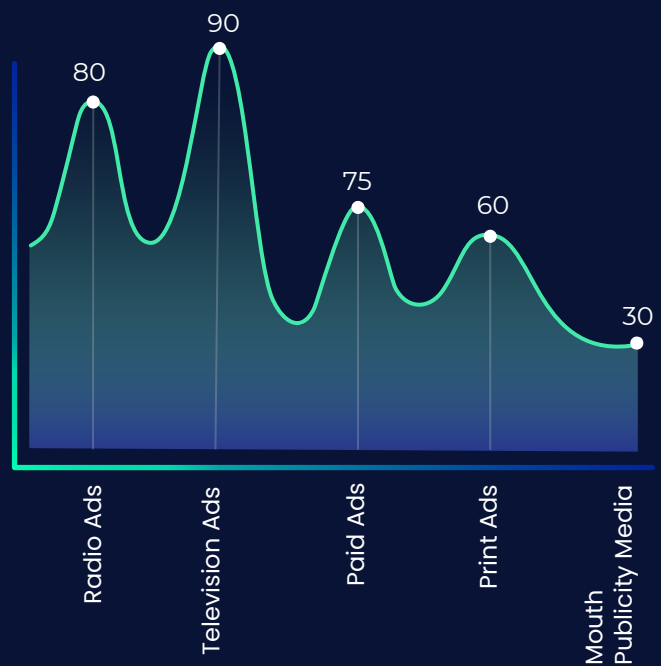|	**ADVERTISEMENT**	**MOUTH PUBLICITY MEDIA**
TRUST	Advertisement always projects a brand to be truly great	MOUTH PUBLICITY MEDIA makes every share from a confident source to a known peer's network that gains trust quickly
SUPERIOR TARGETING	Advertising targets on broad levels. In traditional advertising, the marketing is done on a broad level through geographical segregation while in Digital advertising it is done on the basis of geographic, demo graphic segregation	MOUTH PUBLICITY is more targeted. Your own customer shares about your brand in their network. OPENLINK is much more direct
COST	Advertisement requires money from the company in certain ways and gives a big cut to your pocket	MOUTH PUBLICITY MEDIA requires money only for the targeted customer.
TIME FRAME	Timeframe is different in advertisements as per different mediums	With MOUTH PUBLICITY MEDIA you can yourself set a time frame for a particular offer promotion
DETAILED ANALYTICS	No advertisement medium gives detailed analytics of ads and each and every penny invested	MOUTH PUBLICITY MEDIA gives the analytics of each click, each share, each customer and each and every penny invested

As businesses shift their energy & resource's to digital marketing, Brand managers should not lose sight of word-of-mouth marketing as it affects conversations.

Until today calculating & tracking ROI of mouth publicity was impossible. Today with OpenChallenge, you can calculate each penny invested in mouth publicity practice.
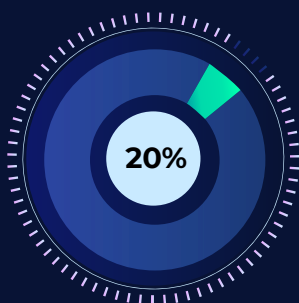
Conversion Graph

100
90
80
70
60
50
40
30
20
10
0

Mouth Publicity Media
Paid Ads
Print Ads
Television Ads
Radio Ads

Investment Graph

80
90
75
60
30

Radio Ads
Television Ads
Paid Ads
Print Ads
Mouth Publicity Media

Buying Percentage

20%

20% of purchases are made after being influenced by an offline channel.

80%

80% of people are highly likely to make a purchase based on word-of-mouth.

50%
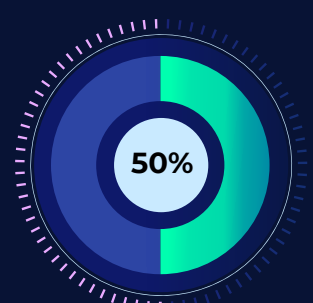
50% of people purchase after seeing online ads.

MOUTH PUBLICITY MEDIA
The only tool to create, share,
**track and analyze the promotional**
content..!

MOUTH PUBLICITY MEDIA has it all!

The real power of any tool is shown when it is **utilized in the right way.** Yes, it's true. The magic happens only when the trick is done in the right way.

Similarly, when MOUTH PUBLICITY MEDIA is utilized at its best, it makes business shines at its best.

We have discovered the right ways through which, MOUTH PUBLICITY MEDIA can work as a game-changer for your website.
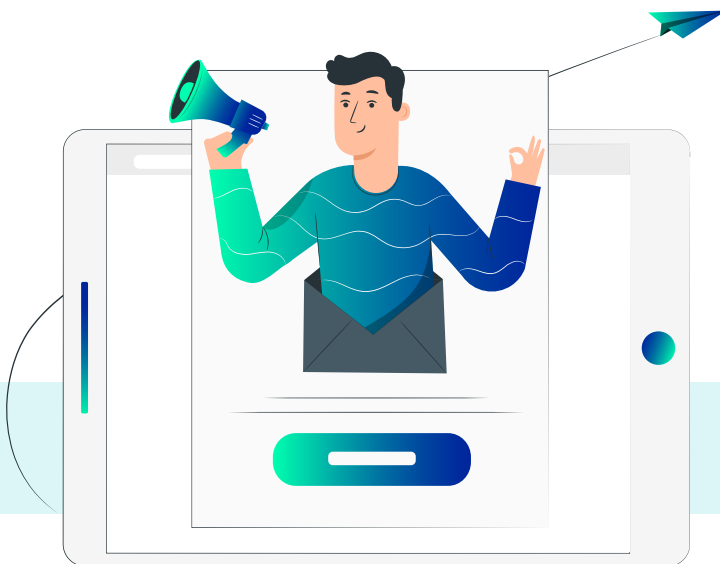
WEBSITE TRAFFIC

These days having a website for any business is just like having a black shirt in the wardrobe. But does that website have a good amount of website traffic that matters!

With MOUTH PUBLICITY MEDIA, one can integrate any website, create promotional content for it and share it with the current customer base. The current base will re-share it in the network. And the traffic will start increasing.
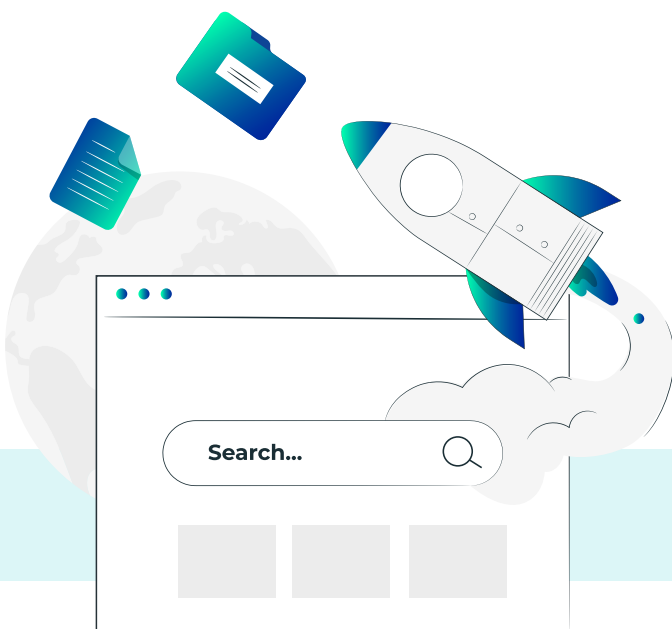
▌SOCIAL MEDIA ENGAGEMENT

Who are the right social media followers for any business? Family, Local audience, Your friend, Or some random person?

Within a few clicks, one can easily create an instant offer for a customer. Ask them to get engaged with social media platforms & reward them for their effort. Isn't it simple?

▌SURVEY FORM

## THE RIGHT WAY OF MARKETING IS KNOWING CUSTOMERS AND RUNNING A BUSINESS ACCORDINGLY..!!!

One can anytime circulate different types of surveys using MOUTH PUBLICITY MEDIA. It's too easy!! Within a few clicks, one can create a survey form on the website, integrate that page with OpenChallenge, and circulate it to the customer base through OpenChallenge. This will easily bring easy customers choice to businessmen focus.

VIDEO PROMOTIONS

One can easily create a short promotional video for any business. Add it in an offer on OpenChallenge. Share it through the link between different existing customers and let the MOUTH PUBLICITY MEDIA act as a customer magnet. MOUTH PUBLICITY MEDIA lets customers share this content in their network and promote a video to the next targeted customer base.
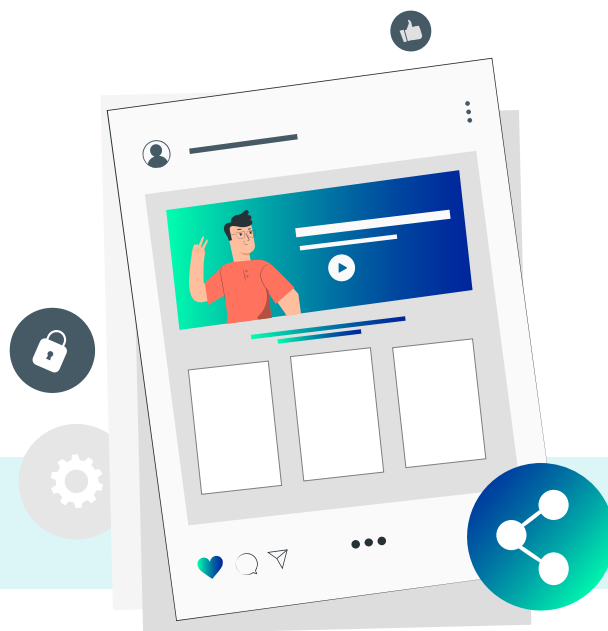
APP PROMOTIONS

There is some new product of an old industry, everything is fresh on the plate. It's time to promote it to the right customer base who would business men promote the app?
It will be an existing customer who can bring in a new one.

The existing customer will promote that new application with OPENLINK in the new customer base. But why?
If businessmen Reward them then they will definitely share it in their network and businessmen will get a large number of apps installed in a strong trustworthy network.

CONCLUSION

Mouth Publicity media for all Business Growth

MOUTH PUBLICITY MEDIA should be at the top of your to-do list. It shouldn't get lost in the huge world of marketing, because its result is efficient and big.

Word of mouth marketing has always been a great source of business. Till today it has always been a less expensive source for branding and acquiring new customers. Now it's time to unleash the true power of word-of-mouth marketing with new and cost-friendly MOUTH PUBLICITY MEDIA through OpenChallenge.
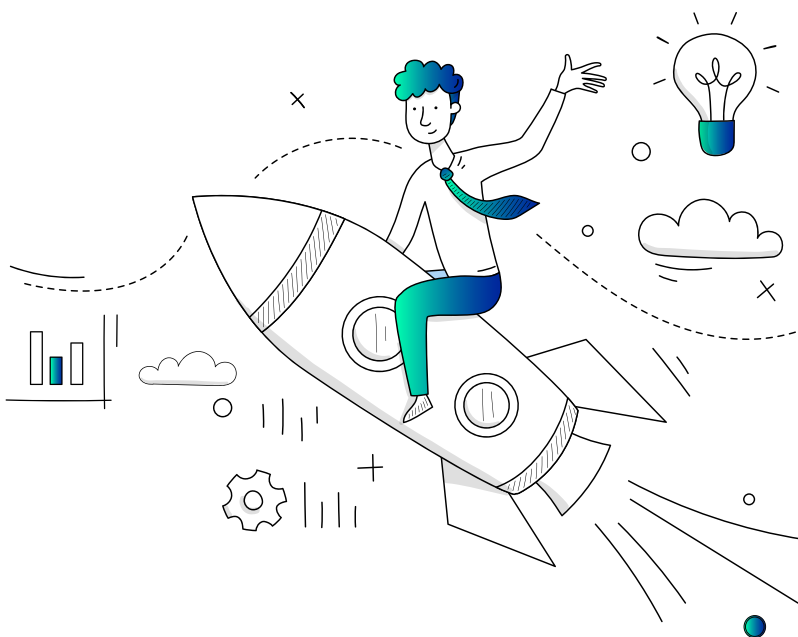
MOUTH PUBLICITY MEDIA SHOULD BE MADE AN OFFICIAL MOVE..!

Word of mouth marketing was always taking place with notice or without notice for your business. It's time to make it a building strategy with MOUTH PUBLICITY MEDIA.

Mouth Publicity is an umbrella for dozens of marketing processes that can be used to boost customers and get them talking.

All of these tactics are for growing and spreading the word for business by own customer.

One must be doing different promotional activities like online marketing, special sales, loyalty programs, newsletters, free samples, blogs, partnering, sponsoring & much more.

But no marketing tactics make people talk about the brand genuinely.

It's just MOUTH PUBLICITY MEDIA that do this.

OpenChallenge - A MOUTH PUBLICITY MEDIA is a unified planable marketing practice that brings your business into Limelight through your own customers.

So, it's time to define A-MOUTH PUBLICITY MEDIA as a top-level marketing discipline. Proactively looking at these practices with the lenses of a businessman the content of OPENLINK clarifies the marketing objective very well and helps them do a better job.

Not only should A MOUTH PUBLICITY MEDIA take its place next to the other marketing tactics. It should be placed first in the business plan as it's the cheapest, most effective, trustworthy & customer-friendly.
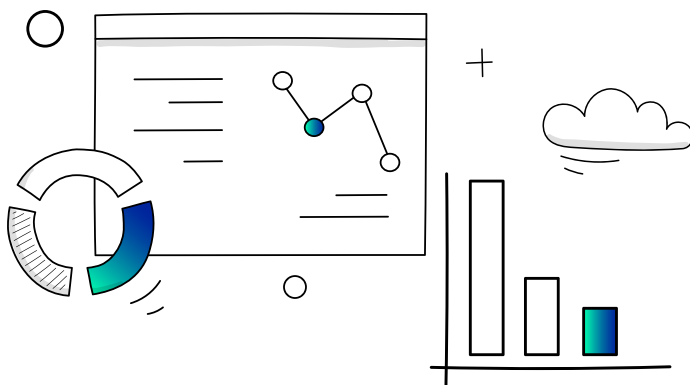
SOUNDS like a great Plan..!!
"CUSTOMERS SPREADING THE
WORD FOR A BUSINESS"

THE AGE OF DIGITAL MOUTH PUBLICITY

Your customer is your promoter

Know one of the most effective traditional marketing methods in its new digital mode. LOGIC INNOVATES has introduced the term MOUTH PUBLICITY MEDIA on 14 February 20222 and launched their product OpenChallenge mouth publicity media tool for all business.

Word-of-mouth marketing was always been there for all businesses. But now with MOUTH PUBLICITY MEDIA, one can boost this marketing practice. A mouth publicity media facilitates the digital media platform for every business. A MOUTH PUBLICITY MEDIA boost sales, increase social media presence, build trust and make a business create buzz through its own customers.

Author

Logic Innovates Market Research team is consistently in search of innovative & effective marketing solutions with good Returns on investment. These visionary minds had bridled every ROI strategy in its depth. With the ability to innovate & willingness to go extra, the team had developed the OpenChallenge, a fantastic product for mouth publicity media. OpenChallenge has given the proven result to the business giving a boost to their marketing campaign with mouth publicity media by increasing sales.