

2009-2013



# Word-of-Mouth Marketing Forecast 2009-2013: Spending, Trends & Analysis



## Content & Services

- Strategy & Consulting
- WoM Agencies
- Online Communities
- WoM Media

## Ancillary Products

- Research & Measurements
- Technology & Tools

## New Data

- 42 Case Studies
- 280 Company Profiles

**Table of Contents**

Letter from the Publisher ..... 3  
Methodology ..... 4

**Chapter 1: Executive Summary ..... 7**  
Key Takeaways ..... 8  
Definitions & Segmentation ..... 9  
Word-of-Mouth Marketing Analysis, 2003-2008 ..... 11  
    Consumer Behavior ..... 13  
    Advertising Industry Reaction ..... 13  
    Measurement Trends ..... 14  
    Technology Advancements ..... 14  
Word-of-Mouth Marketing Forecast, 2009-2013 ..... 16

**Chapter 2: WoM Content & Service Providers ..... 17**  
Key Takeaways ..... 18  
Definitions & Segmentation ..... 19  
WoM Content & Service Providers Analysis, 2003-2008 ..... 20  
    Strategy & Consulting ..... 22  
    Agencies ..... 24  
    Online Communities ..... 25  
    Media ..... 25  
WoM Content & Service Providers Forecast, 2009-2013 ..... 27

**Chapter 3: WoM Ancillary Products ..... 28**  
Key Takeaways ..... 29  
Definitions & Segmentation ..... 30  
WoM Ancillary Products Analysis, 2003-2008 ..... 31  
    Research & Measurement ..... 31  
    Technology & Tools ..... 33  
WoM Ancillary Products Forecast, 2009-2013 ..... 34

**Word-of-Mouth Marketing Case Studies ..... 35**  
Strategy & Consulting ..... 36  
Agencies ..... 42  
Online Communities ..... 50  
Media ..... 55  
Research & Measurement ..... 59  
Technology & Tools ..... 61

**Word-of-Mouth Marketing Company Profiles ..... 65**  
Strategy & Consulting ..... 66  
Agencies ..... 80  
Online Communities ..... 94  
Media ..... 100  
Research & Measurement ..... 103  
Technology & Tools ..... 110

**Table of Tables**

**Chapter 1: Executive Summary**

1.1	Word-of-Mouth Marketing Spending, 2003-2008 .....	12
1.2	Shares of WoM Spending by Category .....	12
1.3	Share of Time Spent with Traditional & Alternative Media .....	13
1.4	Shares of Spending on Traditional and Alternative Media .....	14
1.5	Annual Time Spent Per Person with Digital Media .....	15
1.6	Word-of-Mouth Marketing Forecast, 2008-2013 .....	16

**Chapter 2: WoM Content & Service Providers**

2.1	WoM Content & Service Providers Spending, 2003-2008 .....	22
2.2	WoM Strategy & Consulting Spending, 2003-2008 .....	23
2.3	WoM Agency Spending, 2003-2008 .....	24
2.4	WoM Online Communities Spending, 2003-2008 .....	25
2.5	WoM Media Spending, 2003-2008 .....	26
2.6	WoM Content & Service Providers Forecast, 2008-2013 .....	27

**Chapter 3: WoM Ancillary Products**

3.1	WoM Ancillary Products Spending, 2003-2008 .....	31
3.2	WoM Research & Measurement Spending, 2003-2008 .....	33
3.3	WoM Technology & Tools Spending, 2003-2008 .....	33
3.4	WoM Ancillary Products Forecast, 2008-2013 .....	34