

Professional associations

A recent survey of chief marketing officers, marketing vice presidents, and brand managers showed they're spending more time seeking alternatives to traditional advertising than in previous years. The number-one alternative they were exploring? Buzz and word of mouth. So important has this tactic become that not one but two industry associations have begun as a result — Viral and Buzz Marketing Association (www.vbma.net) and Word of Mouth Marketing Association (womma.com).

The Viral and Buzz Marketing Association works to validate and promote “consumer-oriented” marketing techniques. There are members in most of the major cities of the

world. Its Web site includes a very useful list of links about viral and buzz-marketing information, membership information, and a mailing list.

The Word of Mouth Marketing Association, shown in the following figure, has set out to promote word-of-mouth marketing and also to protect consumers by helping to set industry ethical standards. Members include international marketing and communications companies concerned with accountability and sound practices. The site has a blog, mailing lists, membership information, and good resources for those interested in word-of-mouth marketing.

Word of Mouth Marketing Association - WOMMA - Welcome! - Microsoft Internet Explorer

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Address <http://womma.org/index.htm>

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womma
Word of Mouth Marketing Association

Tell a Friend!

Welcome to the
WORD OF MOUTH MARKETING ASSOCIATION
We're the companies pioneering the art and science
of amplifying genuine consumer enthusiasm

New at WOMMA

- This new website
- New members: Intuit, Tremor, Matchstick, Tweedy Group, Zondervan, DDB, Alloy, MotiveQuest, Informative, Beck Ag, Presslaff
- WOM resource center launches: [The Womnibus](#)

Learn about Word of Mouth
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WOMMA Update: Stay in the loop: News on WOMMA's work to promote WOM

The Womnibus: The latest, greatest WOM strategies and successes

Buzz Brains: Fascinating interviews and case studies from the smartest WOM marketer

Event Invitations
High-level webinars, conferences, and more

Send info on joining WOMMA

Your Email:

Submit *your email is private

WOMMA NEWS **EVENTS** **THE WOMNIBUS***

*Everything about word of mouth

[New Members: Tremor](#) [New events will be announced soon](#) [New Article: Getting Good Buzz: What Can](#)

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