

## **ARE YOU CREATING A BUZZ? VIRAL MARKETING AT ITS BEST.**

*(Or, how to get some stories told about you!)*

Compiled by [Sandy Cahill](#)

I recently heard a story about a tradeshow presenter who was trying to find an Armani tuxedo for his daughter's wedding. In a town the size of Portland, Armani tuxes don't grow on trees.

**Interested in creating a  
buzz for your company?**

Call Cahill Consulting today for a  
FREE one hour consultation:

**503.517.3837**

The personal shopper at Nordstrom's asked this guy to give her a little time to work on it, but she wanted to get his measurements just in case they could find something. Nearly out of options, he left the store not expecting much.

The next day, Nordstrom's called to say they found his tux and it would be ready the following day.

When he got to the store, he tried it on and found the tux fit perfectly. Nordstrom had already altered it for him! Almost as an afterthought, he asked how they had managed to find an Armani tuxedo after he had searched the area far and wide.

After some pressing, the personal shopper admitted that as soon as he left the store, she called around and found the tux in New York, but the distributor had just put it on a truck bound for Chicago. The personal shopper located the truck and called the Nordstrom's in that area and dispatched someone to meet the truck at a rest stop and retrieve the tux from the container.

The personal shopper was aware of the time constraints and quickly had the tux altered according to his measurements. It arrived in Portland overnight and was ready to wear.

And guess what... Nordstrom doesn't even sell Armani tuxedos.

### **Brand Stories**

Nordstrom doesn't tell this story and they do not encourage their employees to do so. This is because they know word-of-mouth buzz - or viral marketing - will carry even more credibility when heard from an unbiased source.

A couple of ways to start generating buzz for your company:



---

**Heroics** — People love to hear stories about companies going the extra mile. Heroics may be expensive (they don't have to be), but retaining customers — especially loyal ones — is far cheaper than getting new ones.

**Build an Internal Entrepreneurial Spirit** — Give your employees the authority to go the extra mile. Billionaire Richard Branson tells his Virgin record store employees to make decisions up to \$500 in value if it's the right thing to do for the customer. If someone makes an expensive mistake trying to help a customer, reward the employee for taking a chance, don't punish him or her for the mistake.

What kind stories are being told about your company? If you don't know, why not? If you do know and it's not the image you're trying to portray, you have some work to do. Many companies start by asking their customers if they're doing a good job and they usually get more information than expected. But there's almost always a lesson to be learned in the feedback.

### **Incidentally**

The topic of our tux buyer's tradeshow speech? The quality of customer service in your business. He used the Nordstrom story as an example and created 250 new evangelists for Nordstrom.

Money can't buy that kind of publicity.