

# Word-of-Mouth Marketing Forecast 2007-2011: Spending, Trends & Analysis



## Content & Services

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

## Ancillary Products

- Research & Measurement
- Technology & Tools

## Table of Contents & Charts

## Table of Contents

Letter from the Publisher .....	3
Methodology .....	4
<b>Executive Summary .....</b>	<b>7</b>
Definitions & Segmentation .....	8
Word-of-Mouth Marketing Analysis, 2001-2006 .....	10
Consumer Behavior .....	12
Advertising Industry Reaction .....	12
Measurement Trends .....	13
Technology Advancements .....	13
<b>Chapter 1: Content &amp; Services Providers .....</b>	<b>16</b>
Key Takeaways .....	17
Definitions & Segmentation .....	18
Content & Services Analysis, 2001-2006 .....	19
Strategy & Consulting .....	20
WoM Agencies .....	22
Online Communities .....	23
WoM Media .....	24
Content & Services Forecast, 2007-2011 .....	25
Leading Companies .....	27
Strategy & Consulting .....	28
WoM Agencies .....	28
Online Communities .....	29
WoM Media .....	29
<b>Chapter 2: Ancillary Products .....</b>	<b>30</b>
Key Takeaways .....	31
Definitions & Segmentation .....	32
Ancillary Products Analysis, 2001-2006 .....	33
Research & Measurement .....	33
Technology & Tools .....	35
Ancillary Products Forecast, 2007-2011 .....	36
Leading Companies .....	37
Research & Measurement .....	38
Technology & Tools .....	38
<b>Forecast Conclusions .....</b>	<b>39</b>
Word-of-Mouth Marketing Forecast, 2007-2011 .....	40
<b>Appendix: Word-of-Mouth Marketing Companies .....</b>	<b>42</b>
Content & Services .....	43
Ancillary Products .....	46

## **Table of Tables**

### **Executive Summary**

1.1	Word-of-Mouth Marketing Spending, 2001-2006 .....	10
1.2	Shares of Spending in Word-of-Mouth Marketing, 2006 .....	11
1.3	Share of Time Spent with Media .....	12
1.4	Traditional vs. New Media Growth .....	13
1.5	Annual Hours Accessing Internet and Mobile Content .....	15

### **Chapter 1: Content & Services**

2.1	Content & Services Spending, 2001-2006 .....	19
2.2	Sources that Influence Adults to Purchase a Product .....	20
2.3	Top 10 Categories of Word-of-Mouth Conversations .....	25
2.4	Content & Services Forecast, 2006-2011 .....	26

### **Chapter 2: Ancillary Products**

3.1	Ancillary Products Spending, 2001-2006 .....	33
3.2	Ancillary Products Forecast, 2006-2011 .....	36

### **Forecast Conclusions**

4.1	Word-of-Mouth Marketing Forecast, 2006-2011 .....	41
-----	---	----

### **Appendix: Word-of-Mouth Marketing Companies**

5.1	Content & Services .....	43
5.2	Ancillary Products .....	46