

# Implementing Word Of Mouth Marketing: Online Strategies To Identify Influencers, Craft Stories, And Draw Customers By Idil M. Cakim

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Oct 08, 2011 Idil Cakim is a Senior Vice President of Interactive Media in GolinHarris's Dialogue Group. She specializes in social media and word of mouth

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May 31, 2011 Idil Cakim, the report s author She is also the author of Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft

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The Word of Mouth Marketing Association, a US American trade group that represents hundreds of companies,

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Word of mouth, or viva voce is the passing of information from person to person by oral communication, In marketing, word-of-mouth communication

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Idil M. Cakim is the Senior VP of Interactive Media at GolinHarris, specializing in online and word of mouth marketing. . Idil M. Cakim is the author of

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