



Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force

Ben McConnell, Jackie Huba

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For the first time in paperback, a revised edition of the book that launched the term “customer evangelism.” Updated with new statistics and figures, this landmark book has shown countless companies how to harness the power of evangelism marketing and increase customer loyalty, sales, and profitability.

When customers are truly thrilled about their experience with a product or service, they become outspoken “evangelists” for a company. Savvy marketing professionals know that this group of satisfied believers can be leveraged as a potent marketing tool to increase their customer universe.

Authors Ben McConnell and Jackie Huba know how to take a company’s best customers and turn them into influential, loyal, and enthusiastic evangelists. *Creating Customer Evangelists* shows how to develop evangelism marketing strategies and programs that will create communities of influencers who can expand and drive sales for a company.

By deepening customer relationships, successful companies create customer communities that generate grassroots support and value for their products and services. *Creating Customer Evangelists* can convert good customers into exceptional ones who willingly spread the word.

Updated material for this edition includes

- * New research about the effectiveness of word of mouth
- * Updated case studies
- * How blogs, podcasts and other social media affect the six tenets of evangelism
- * Preface about the growth of customer evangelism, fueling a "word of mouth marketing" industry

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