## Loyalty and Building a Brand Through Social Media….Net Promoter Score

Here is a relatively new and important concept that is along the lines of our discussion on loyalty.

Background:  In the social media enhanced communication world, marketers rely more on word of mouth via social media then advertising, or they should be.

In order to enhance word of mouth, you need to track your Net Promoter Score which is the degree to which people will recommend your business, be passive about your business, or are detractors.   Know the drivers of each and you can affect the number of people in each category and your success at growing your business through customers word of mouth and social media!

For more on this, see the short video here

<https://www.youtube.com/watch?v=OJzrDUR24Ls>

<http://www.netpromotersystem.com/book/preview-video.aspx>

This is how we can bring together social media, loyalty, customer satisfaction, metrics, user generated content, .... into a unified concept and an actionable concept.