

# Press Release: Word of Mouth Marketing Is Here to Stay: WOMMA Reaches Membership Milestone, Looks Forward to Industry Growth

Chicago, February 5, 2007 -- The Word of Mouth Marketing Association (WOMMA) today announced a major milestone in its history: Its standing membership has reached -- and exceeded -- 350 members, a sure sign that the burgeoning word of mouth marketing industry is maturing and expanding.

As the official trade association for word of mouth marketers, WOMMA is committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership. The continued growth of both the industry and the association is proof that its efforts are not only influencing the marketing landscape, but changing it altogether.

"Marketing used to be about messages. Today, it's about conversations," said Susan Tibbitts, WOMMA's executive director. "WOMMA has been, and will continue to be, an integral player in helping companies to fully understand and excel at word of mouth marketing. Our membership will continue to swell in 2007 as more and more companies realize the power of word of mouth."

WOMMA was founded in 2004 as a vehicle for change within the worlds of advertising, PR, and marketing. It had just three members.

"Now we're well on our way to 400," said founding Board member Jonathan Carson, CEO of Nielsen BuzzMetrics. "It's a direct result of our pioneering work in word of mouth ethics, our concerted efforts at industry education, and our steadfast dedication to quantifying and measuring word of mouth success."

In the last quarter alone, dozens of companies have discovered word of mouth marketing and WOMMA. Among them are Conde Nast Publications, H&R Block, State Farm Insurance, and American Express, to name just a few.




"The word of mouth community is dynamic, strong, and remarkably diverse," said WOMMA Vice President of Membership Greg Fine. "Our members truly are the cream of the marketing crop. We owe our tremendous success and growth to their unflinching support and active participation."

For a complete list of WOMMA members, or for information on joining, please visit [www.womma.org](http://www.womma.org).

## About WOMMA

WOMMA is the official trade association for the word of mouth marketing industry. Our more than 350 corporate members are committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership. Learn more about us at [www.womma.org](http://www.womma.org).

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