

1/2 Free Service

Give customers additional free service for referring others, which they do through personalized commercials.

Why Will it Work?

By having customers advertise for Bitbop the company saves money all while generating interest in the brand

Customers motivated to talk to others about the service, will post links on facebook, twitter, IM status, etc. in order to spread the word

People are motivated by personal gain, Bitbop can capitalize on that by increase free service time

Solution

FREE SERVICE

Similar to another idea submitted (Pay Customers), the idea here is a simple one give people an incentive to tell others about Bitbop. As fun as self-made movies are, flashmobs, and the like are there are so many advertizing campaigns using these exact methods that a company needs to go beyond this to get the attention of potential customers; word of mouth advertizing has repeatedly been shown to be the most effective method. By giving people one free week of service per paying customer they refer to Bitbop there will be enough of an incentive to motivate people to talk to their family, friends, colleagues, co-workers, etc. about the service.

If people can personally get

something out of telling friends and family about a service they already like they will be more motivated to

Transform your time!



2/2

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Creative's profile



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Researcher

Creative's top 5 skills

Product Design, User Experience