Word of Mouth - the "new" promotion method...

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I say "new" because that's what I've always done.

In court my motives were implied to be different but the truth is... spreading the word by individuals was ALWAYS an incredibly effective way of breaking hits.

I remember Johnny Reggae by the Piglets, written and inspired by the language of teenagers at the time, was started by spreading the word... the ones who got the initial promotion copies played them to friends who told their friends...

VOILA! Avalanche!

The world is so much easier now with the increased communication of the internet.
Blogs and message boards like this one and Myspace and YouTube... it can be done costing virtually nothing IF THE PRODUCT IS GOOD.

The tragedy is, of course, the vast majority is crap.
Which gives the method a bad name.

But word of mouth doesn't work with flops.
Only with hits.