

WOM Communications is an internet marketing provider headquartered in Sherborn, Massachusetts, United States. The company specializes in building effective online marketing campaigns that can fit any budget.

Philosophy

The name WOM actually stands for "Word of Mouth" and it represents the company's philosophy. They are not interested in building relationships between companies in the traditional sense. Instead, WOM tries to connect with the people inside the company and identify what kind of online presence that would benefit them the most. WOM's marketing strategy is geared toward giving their clients more than they expect so that they will spread the word through referrals.

Divisions

Word of mouth has increased the demand for WOM's marketing services to the point that they had to create separate divisions within the company. Each division was designed to focus on its own niche market. Those markets include:

SaaS Marketing (Software-as-a-Service Marketing)

SaaS Marketing is the main alternative to an Enterprise business model and more companies are adopting it by the day. Having software available through the internet makes it more reliable, scalable and most importantly, affordable. To effectively market a company with an SaaS model, the company has to focus on a web based marketing campaign to meet demand and gauge its success using online tools. This division of WOM is dedicated to implementing an online marketing strategy that takes all of those factors into account.

Manufacturing Marketing

For years manufacturers were able to succeed by utilizing print advertising and contacts given to them through reseller channels. In the last few years there has been a steady increase of customers searching online for manufacturing equipment and the associated services. Some studies show that as many as 90 percent of business to business clients start their search on the Internet. This division of WOM makes sure that those searches lead to their manufacturing client's websites.

Small Business Marketing

The internet has proven to be the great equalizer of the business world. A professional and well designed website can let a small business stand toe to toe with the large corporations. This division of WOM tries to get their small business clients more customers, high conversion rates and the ability to retain those customers over time.

Healthcare Marketing

Healthcare professionals have unique challenges in regards to the marketing of their practice. It is a specialized field and they will not benefit from the common marketing techniques used for other businesses. This division of WOM helps their clients to become listed in professional forums, directories, search engines and ensures that their website is located on a server surrounded by other medical professionals.

Services

While each division is focused on a different niche market, there are some services that remain the same regardless of the division.

They include

- **Web design and Development**
- **Powerful Back-link generating programs**
- **Industry Specific IP Hosting**
- **Marketing Materials**
- **Landing pages**
- **Micro-sites**
- **Paid Search Management**

The Guarantee

WOM is one of the few internet marketing providers that offer their clients a firm guarantee. Many of the competing marketing companies will say that there are too many variables and that you cannot guarantee results. WOM guarantees their services and after taking into account your niche and the solution that you have chosen, they can tell you how many back-links and leads that you can expect in return.