

COMMUNITY ANALYTICS' CEO FEATURED IN IAAPA'S FUNWORLD MAGAZINE

Myra Norton and Steve Hershberger discuss the importance word-of-mouth marketing strategies play in the promotion of attractions.

BALTIMORE (January 2009) – Community Analytics' CEO, Myra Norton, was consulted for the IAAPA's FUNWORLD Magazine article entitled; "Influential consumers can be your best marketers". Written by Jennifer Salopek, the article focuses on how amusement parks and attractions can adopt a word-of-mouth marketing strategy to better engage their influencers and, ultimately, their entire customer base. Both Myra Norton and Steve Hershberger, principal of ComBlu, give insight to this strategy.

The economy is facing turbulent times, and it is unclear how consumers across the globe will be spending their discretionary income. For the amusement park and attractions sector, this could severely impact attendance. Salopek announces, "The good news is: with a well thought out word-of-mouth marketing strategy, your park or attraction can be top of mind if and when consumers do decide to spend."

Norton speaks about the difference between word-of-mouth marketing and print communication, saying, "It is much harder to take a data-driven marketing approach within the business-to-consumer space. Rather, people make decisions based on the opinions of the people they talk with."

Amusement parks and attractions need to listen to their consumers and establish a relationship with the individuals influencing the community. Hershberger states, "Visitors to amusement parks and attractions come seeking an experience or an outcome. Therefore, parks and attractions must try to find out why visitors are coming." Norton adds that this relationship with the community needs to be reciprocal since, "It's what word-of-mouth marketing should be about: Your brand does something to serve the community."

Norton concludes in the article, "That's the world we live in now – consumers control the brand. These conversations are happening. Are you going to be a part of them?"

The article also provides useful word-of-mouth marketing strategies and steps from the author and the Word of Mouth Marketing Association (WOMMA).

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For Immediate Release

About the International Association of Amusement Parks and Attractions:

IAAPA is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents more than 4,500 facility, supplier, and individual members from more than 90 countries. IAAPA strives to help members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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