

BUSINESS LIFE (Duct Tape Marketing Blog)

David Vinjamuri Answers 10 Questions

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David Vinjamuri is author of [*Accidental Branding: How Ordinary People Build Extraordinary Brands*](#). He's interviewed recently at [*The Engaging Brand*](#).

Now he answers [*10 questions*](#) from Ben McConnell at Church of the Customer.

Ben's the high-priest at Church of the Customer. So, in some respects, he's asking David how *laypeople*...could rise to the temple mount of branding, brand engagement and commercial success from the extraordinary brand they created.

Here's the answer from Mr. Vinjamuri that spoke to me:

4: What do the accidental branders you profiled understand about customer evangelism and word of mouth that a typical business does not?

Accidental branders do not have the resources that corporate brands do, so they're forced to rely on their customers for word of mouth. Along the way they see that treating customers as the messengers actually works better. And they realize that employees, vendors, suppliers, friends and family are also important conduits for the brand message.

Can I get a witness!!! Turn up the choir and let's shout!

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Hyperlink: <http://life.ducttapemarketing.com/2008/04/david-vinjamuri.html>