

## 43 Word of Mouth Ideas You Can Implement Tomorrow

### Contributors

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- Patrick Rooney, Expand Communications
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- Panel moderated by Jim Nail, Cymfony

### Ideas and Takeaways

1. If you train your sales force in the ways of evangelism, they become better recruiters. (Contributed by Keith Bates)
2. Make it easy for people to find you and tell people about you. (Contributed by Allison Gower)
3. Create a market advisory council. (Contributed by Patrick Rooney)
4. Use interesting stories to bring your WOM topics to life. (Contributed by Maxine Friedman)
5. Encourage your brand champions to tell two friends about you, not just one. (Contributed by Brad Herbst)
6. Do something unexpected and generous for your customers -- send a free product (include an extra for them to pass along to a friend) just for being a valued customer. (Contributed by Warren Ackerman)
7. Identify influentials using online social networking sites. (Contributed by Perry Allison)
8. Reach the influencers that don't raise their hand. (Contributed by Julian Aldridge)
9. Create experiences around your products and services. (Contributed by David McInnis)
10. Be an evangelist for your evangelists (Send them framed versions of case studies you've done with them, blog about them, show them off in your newsletters.) (Contributed by Betsy Weber)
11. Use a memorable collectible as a dinner table centerpiece with the winner's sticker on the bottom of their chair. (Contributed by Keith Bates)
12. Give your audience business card holders packed with 'tell-someone' referral cards. (Contributed by Allison Gower)
13. It's not just marketing: embed WOM into your sales culture. (Contributed by Patrick Rooney)
14. Use humor or "did you know" language to help consumers feel like they have something funny or unique to add to the conversation. (Contributed by Maxine Friedman)
15. Ask your customers to talk about you. (Contributed by Brad Herbst)
16. Hide it. Discovery is a trigger for WOM, so make your tool or marketing message hard to find and you'll create something people will want to talk about and share. (Contributed by Warren Ackerman)
17. Leverage provocative content to make everyday product talk-worthy. (Contributed by Perry Allison)

18. Ensure you get the best ideas by engaging your WOM agency early in a paid consulting role.  
(Contributed by Julian Aldridge)
19. Make friends with some bloggers (they don't even have to be famous). (Contributed by David McInnis)
20. Give your evangelists something to talk about. (Contributed by Betsy Weber)
21. Give out your marketing collateral in something noticeable that gets people talking.  
(Contributed by Allison Gower)
22. Create a story and let consumers share their best stories of interactions with your product or service.  
(Contributed by Warren Ackerman)
23. Create a VIP customer pool and use it. (Contributed by David McInnis)
24. Make it easy for people to easily spread the word about you (Create a button for their blog or web site, a card or CD they can pass along to a friend, or build a 'tell a friend' option.)  
(Contributed by Betsy Weber)
25. Release exclusive content ("insider information") and let your avid customers react and interact with it.  
(Contributed by Brad Herbst)
26. Create clever 30-second virals and post to your home page. (Contributed by Keith Bates)
27. Take a cue from gossip rags such as InFocus or US Weekly and use surveys to add interesting facts to your WOM stories. (Contributed by Maxine Friedman)
28. Let your customers create -- provide ways to make it easy for consumers to customize and show off their creativity. (Contributed by Warren Ackerman)
29. Use 'free or low-charge' release services to announce new products and services like Soflow, 24-7 PR, PR Leap, PR Free. (Contributed by Allison Gower)
30. Let your evangelists know you're listening. (Comment on their blogs, invite them to webinars or to your office for a VIP Tour and to meet the product or service teams, schedule meet-ups in cities and invite your customers to attend) (Contributed by Betsy Weber)
31. Measure results, not actions. (Contributed by Julian Aldridge)
32. Put the right tools in the hands of your most influential consumers to help them tell your story.  
(Contributed by Perry Allison)
33. Bring your most loyal customers on the inside by involving them in your product development or marketing initiatives. (Contributed by Warren Ackerman)
34. Poll your sales force for good closing stories, then edit and distribute to use as testimonials.  
(Contributed by Keith Bates)
35. Create a customer community of your most loyal customers. (Contributed by Warren Ackerman)
36. If you're going to give something away for free, focus on quality merchandise that influencers value and seed it in the places they naturally frequent. (Contributed by Julian Aldridge)
37. Set the table for WOM to occur by giving your customers tools to initiate it.  
(Contributed by Brad Herbst)
38. Join in the conversation (and start one if needed). (Contributed by David McInnis)
39. Tap into people's sociability to propel WOM. (Contributed by Perry Allison)
40. Identify "portable conversations" to give your advocates something to talk about.  
(Contributed by Maxine Friedman)
41. Use the Buddy System and partner with your evangelists to work together on bigger projects.  
(Contributed by Betsy Weber)
42. Partner with evangelists and create opportunities for them to sing your praises  
(Contributed by Patrick Rooney)
43. Print referral cards which customers can give to their friends. (Contributed by Warren Ackerman)