



The Five Ts of word of mouth marketing

From **Word of Mouth Marketing: How Smart Companies Get People Talking** by **Andy Sernovitz** | www.wordofmouthbook.com | www.wordofmouth.org

Creating a practical word of mouth marketing plan in **5 simple steps**.

Step	What to do	Examples	Your plan
1. Talkers	Find people who will talk about you	Fans, volunteers, customers, bloggers, influencers	
2. Topics	Give people a reason to talk	Special offer, great service, cool product, silliness, neat ad, new feature	
3. Tools	Helps the message spread faster and farther	Tell-a-friend form, viral email, blogs, handouts, samples, message boards, online communities	
4. Taking Part	Join the conversation	Let staff surf and reply to comments, post on blogs, join discussions, answer email, offer personal service	
5. Tracking	Measure and understand what people are saying	Search blogs, read message boards, listen to feedback, use advanced measurement tools	

Learn WOM!

visit WordofMouth.org for to learn more about word of mouth marketing.



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