

Ep 20: 4 Ways to Generate Word-of-Mouth (WOM) Marketing

Making the juice worth the squeeze



- Offer something people feel compelled to talk about.
 - Impact life by generating "emotional integrity". This is the EQ of your brand.
 - Exceed expectations on what you promise. Go beyond the status quo.
 - Offer a promo or deal. But don't over-do this or it will dilute your brand equity.
- Leverage influencers.
 - These are relevant spokespeople for your brand who can tell authentic stories on your behalf.
 - Align with influencing groups that that share a common purpose/mission and can authentically reach your consumer.
 - Check out the episode "4 Tips for Using Influencers Effectively" for more on this.
- Invest in a digital community platform.
 - Think of it as your own personal Facebook network that is totally under your control.
 - Check out Vesta to learn more: <https://www.vesta-go.com/>.
- Focus on PR.
 - Get legit and credible publications to cover your story.
 - Pitch first to get all the customized stories possible. Then follow with a press release to fill in the gaps.
 - Vet PR agencies diligently but making sure they have the relationships and are able to generate the desired coverage WITHOUT the need for press releases.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete