



Word of Mouth Marketing: How Smart Companies Get People Talking

by Andy Sernovitz

www.wordofmouthbook.com

The Five Ts of Word of Mouth Marketing

Creating a Practical Word-of-Mouth Marketing Plan in 5 Simple Steps

This worksheet is adapted from Word of Mouth Marketing: How Smart Companies Get People Talking, by Andy Sernovitz. (c) 2006 Andy Sernovitz

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	_____ _____ _____ _____

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