

The Five Ts of Word of Mouth Marketing

There are hundreds of ways to get people talking, but you only need one to change your business forever. A silly something, a special moment, service with a smile – anything worth talking about. To build your word of mouth marketing plan, you need to walk through the Five Ts and apply each one. **Use this worksheet to record your plan as it develops.**



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

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