

Word of Mouth Action Plan

Get your word of mouth program started with these eight steps. Start with simple things you can do today with no team and no budget. As you succeed, add more layers until word of mouth is a company-wide philosophy.



STEPS	ACTIONS	WHAT WE'RE LEARNING
Assign a Team	<ul style="list-style-type: none"> • Who's in charge? • Encourage participation 	
Hit the WOM Basics	<ul style="list-style-type: none"> • Add sharing tools • Multipliers • 5 Ts 	
Viralize Everything	<ul style="list-style-type: none"> • All docs shared • Move content external 	
Start Listening	<ul style="list-style-type: none"> • Daily tracking • Identify key talkers • Follow active conversations 	
Start Talking	<ul style="list-style-type: none"> • Participate • Involve the customer service team • Blog • Set up social media profiles 	
Try Lots of Little Things	<ul style="list-style-type: none"> • One WOM project every week • Test simple things 	
Go Deep	<ul style="list-style-type: none"> • Examine the fundamentals • Are you buzzworthy? • WOM philosophy company-wide 	
Have Fun	<ul style="list-style-type: none"> • Start launching crazy WOM stunts • Reasons to talk! 	

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