

## How to Build an Effective Word of Mouth Strategy

Always remember:

- There are no silver bullets when it comes to marketing.
- You don't have a strategy if you can't write it down to show someone else how it works.

People are much more likely to buy and buy quickly from a recommended company over one they simply found on their own. As humans, we want proof that other people like something. It is in our DNA.

WOMM (Word Of Mouth Marketing) works to build brand loyalty, trust, and awareness. It is free, but you have to execute tactics to put it in motion. Once it is in motion, it grows exponentially and pays dividends.

What can happen when you have an effective WOMM strategy in place? You'll likely have a higher CLV (Customer Lifetime Value) because they will continue to buy from you versus one-time buyers while telling others about your products/services.

So, how do you get started? You must create a phenomenal first experience.

That sounds obvious, but when was the last time you looked out how a new customer experiences your brand? Is there friction in how they first connect with you? Do they hear too much from you or not enough? Do they have to do a lot of work to work with you, or is it easy?

Think of a brand that knocks your socks off regularly. How do you compare?

Always strive to:

- Sell quality products
- Create a seamless experience
- Run a tight operation

→ Go above and beyond for the customer

If you don't have your house in order, take a moment to evaluate how you can improve with quick actions and some that may take a bit longer. Keep coming back and refining.

Now, onto some ideas for building WOMM strategies for your business.

1. Create something unique to your brand. If you are a solopreneur, that uniqueness is you! What do you want people to say about their experience with you?
2. Create word of mouth triggers. Ask for referrals and tell them precisely what to do.
3. Tell them where to rate their experience with you or where to leave a review. Should your client email it to you so you can put it on your website, post it on your Google My Business panel or Facebook page. ([Do you know the trick to send a link for someone to leave a Google review for your My Business panel?](#))
4. Encourage your clients to create content on your behalf on social media. Ask them to tag your Instagram in their photos. Do you have a branded hashtag yet? Tell them to use it. Ask them if you can re-post their posts. Even engaging with their social while they're traveling can activate them creating content for you.
5. Create an official referral program. It could be as simple as having inexpensive business-card sized referral cards that are unique to them and send it to them before their trip. *They may even hand them out on the trip.*
6. Pull at their heartstrings by connecting with something that taps into people's emotions. They'll share your content if you make them feel something.
7. Reach out to your clients at regular intervals. Never use email for this. It isn't personal enough. You'd be amazed at how much a phone call—or even a voicemail—can put your client into action spreading the

word about your business. Handwritten notes can also make magic happen.

Think about how you can create a systematic approach to applying some of these tactics or ones you've thought up, so they become automatic—you don't even have to think about them. But you have to be consistent with your strategy for it to pay off.

It will start slow. However, once it is in motion, you will have a healthy business pipeline with repeat clients and the new clients they introduce you to.

Good luck, and let me know how you're getting on. You can find me at [joshuaharrell.com](http://joshuaharrell.com).

If you know someone who could benefit from this information, feel free to share it.

[Leave me a review on Facebook.](#) *See what I did there?*

A handwritten signature in black ink that reads "Joshua". The signature is written in a cursive, flowing style.

#phenomenalforce