

Word of Mouth Promotion

For Brands, Products and Services

Standard: Use word-of-mouth strategies to build brand and to promote products. (MKCO.14.02)

Promotion by Word-of-Mouth

Overview: We will examine concepts associated with Promotional Activities through Word-of-Mouth (“WOM”) by individuals.

Objectives:

- Recognize a few marketing methods similar to WOM programs
- Describe WOM as the least expensive and most powerful marketing tool
- Contemplate your response to a hypothetical business situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

How might a small business benefit through WOM concepts?

Thought starter

Do you agree, or disagree with this statement?
Defend your opinion.

*People trust people...
it's called word-of-mouth!*

Binita

Promotion by Word-of-Mouth

1:54



Word of Mouth Marketing

<https://youtu.be/DII9ReUzNjE>

3:02



5 Principles of Word of Mouth Marketing

<https://youtu.be/ix2eDR4Mn7Q>

2:28



Driving New Revenue With Referral Marketing

<https://youtu.be/E5iaGfgo-Gc>



Word-of-mouth marketing

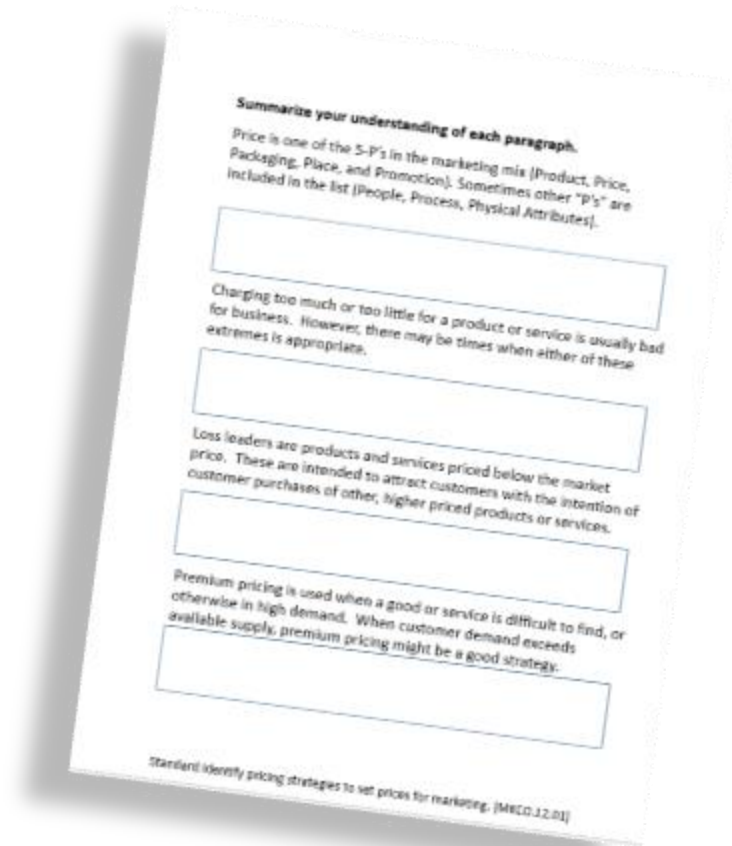
https://en.wikipedia.org/wiki/Word-of-mouth_marketing

Use word-of-mouth strategies to build brand and to promote products. (MKCO.14.02)

Promotion by Word-of-Mouth

Summarize each paragraph individually.

Discuss each summary as a class.



Use word-of-mouth strategies to build brand and to promote products. (MKCO.14.02)

Promotion by Word-of-Mouth

Assume you plan to open an art gallery, selling local artists' paintings, drawings and photography. You believe in WOM marketing and decide to start a WOM initiative 3-months ahead of your grand opening.

Q. How will you launch the WOM campaign?