



Word of Mouth Marketing Campaign Starter Form

This form quickly outlines the basic elements that need to be identified to start a successful word of mouth marketing campaign.

Step	What do to	Examples	Our Plan
1. Talkers	Find people who talk about you	Fans, bloggers, customers, volunteers	
2. Topics	Give people a reason to talk	Special offer, unique service, new feature, cool campaign, stunt	
3. Tools	Help spread the message	Social networks, viral email, blogs, message boards, guerilla campaign	
4. Take Part	Join the conversation	Post on blogs, respond to comments, seed the product	
5. Track	Measure what is being said	Read blogs, message boards, media	