

Slide 1: Checklist to Maximize Word-of-Mouth Marketing

Section Title: Start with Strategy

Checklist

- Identify your target audience and their key influencers.
- Craft a coherent message that resonates emotionally with your audience.
- Build a network of advocates, including satisfied customers and influencers.

Tip

Use storytelling to connect emotionally with your audience and make your brand memorable.

Slide 2: Create a Memorable Customer Experience

Checklist

- Ensure excellent customer service at all touchpoints.
- Personalize interactions to delight customers.
- Solicit feedback to improve offerings continually.

Table

Key Area	Actions Needed	Status
Customer Onboarding	Personalize welcome messages	<input checked="" type="checkbox"/> Good
Feedback Loop	Set up online surveys	<input type="checkbox"/> Pending

Slide 3: Encourage Positive WOM Online and Offline

Checklist with Thick Borders and Colors

- Encourage satisfied customers to leave reviews.
- Launch referral programs with enticing rewards.
- Create shareable, engaging social media content.

Color Key:

- Green: Completed steps
 - Orange: In Progress
 - Red: Pending
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Slide 4: Monitor and Address Negative WOM

Checklist

- Set up monitoring tools for social media and review sites.
- Respond promptly and empathetically to negative feedback.
- Turn criticism into improvement opportunities.

Table with Thick Borders and Colors

Platform	Feedback Type	Action Taken
Instagram	Positive	Amplify with shares
Yelp	Negative	Address concerns

Slide 5: Measure Success and Refine

Checklist

- Track metrics like referral traffic and user-generated content.
- Conduct regular surveys to gauge customer satisfaction.
- Adjust your strategy based on performance insights.

Visual Tip Box

💡 Pro Tip: Leverage analytics tools to uncover patterns in how WOM is driving conversions.

Slide 6: Implementation Timeline

Steps

1. Build foundational strategy.
2. Train customer-facing teams.
3. Launch WOM-focused campaigns.
4. Continuously monitor and improve.

Visual CTA

👉 Start Maximizing WOM Today!
