

Word-of-Mouth Marketing Plan Template

Step 1: Define Your Goal

What do you want to achieve?

- Examples: Increase sales, build brand awareness, or get more customer referrals.
Write your goal here: _____

Step 2: Identify Your Target Audience

Who do you want to talk about your brand?

- Examples: Loyal customers, social media followers, influencers.
Describe your audience: _____

Step 3: Create Shareable Experiences

What will make people excited to share?

- Ideas:
 - Offer a memorable product or service.
 - Create fun campaigns (contests, giveaways).
 - Host events or online promotions.
 Your ideas: _____

Step 4: Build a Referral Program

How can you encourage sharing?

- Example: Offer discounts, free gifts, or points for every referral.
Referral reward: _____
How will you track referrals? _____

Step 5: Leverage Social Media

Which platforms will you use to spread the word?

- Examples: Instagram, Facebook, TikTok, Twitter.
Platforms: _____
What type of content will you post?
- Examples: Customer stories, reviews, funny posts, how-to videos.
Content ideas: _____

Step 6: Work with Influencers

Who can help promote your brand?

- Examples: Bloggers, industry experts, and local influencers.
Potential partners: _____
How will you collaborate with them? _____

Step 7: Encourage Reviews and Testimonials

How will you collect positive feedback?

- Example: Ask for reviews via email, in-store, or after a sale.
Your plan: _____

Step 8: Provide Excellent Customer Service

How will you ensure happy customers?

- Ideas:
 - Respond quickly to complaints.
 - Offer personalized support.Your customer service plan: _____

Step 9: Track Your Success

How will you measure results?

- Examples: Monitor referral program performance, check social media engagement, track website traffic.
Your tracking tools: _____

Step 10: Adjust and Improve

What worked and what didn't?

- Ideas: Collect feedback, tweak campaigns, try new strategies.
Lessons learned: _____

This simple template can help you get started with word-of-mouth marketing! Adjust it based on your business needs and track your progress for the best results.