



10 Word-of-Mouth Marketing Strategies

That Cost Next to NOTHING

Word-of-Mouth Marketing is still the most effective marketing. People talk. *And they'll talk about you.*

But what if you gave them something good to talk about AND something that promotes you and your work at the same time!

Costs next to nothing...it's simple...and it's a win for everyone.

Here are 10 Word-of-Mouth Marketing Strategies that cost next to nothing:

1. Add a "Tell-a-Friend" form to your website
2. Add shareable links to your emails
3. Post branded quotes in groups you own and ask people to share

4. Make a funny video and post it
5. Create an “Advisory Board” of your best fans, or a Brand Fan Community, or Fan Club
6. Create a “Care to Share” card
7. Respond to feedback, stay positive, and surprise people
8. Earn trust and respect
9. Become known for 100% honesty
10. Give people something to talk about daily

There you have it. 10 easy to implement, inexpensive word-of-mouth marketing strategies you can get started with immediately.