



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## Word of Mouth

What's the best form of advertising? Word-of-mouth.

If we trust the person making the recommendation, we often act upon the referral. And some lucky business gets one more customer without having to spend a nickel on promotion.

Three ways to encourage good word-of-mouth:

1. Get your customers involved – Personal experience creates positive feelings that lead them to talk about your business to friends.
2. Teach your customers – Pick a topic relevant to your customers and make yourself the source of information about that topic.
3. Fix problems fast – Helps avoid bad word-of-mouth.

Provide a quality product that meets the needs of your customers. Then encourage those happy customers to spread the good word.

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