

# Spread the word: effective word of mouth strategies

## Why word of mouth matters

Talking to people face-to-face is the most traditional way to promote local events. It's effective in one-to-one conversations, in social settings, and when networking with community groups.



## One-to-one conversations

### Start with who you know

Encourage your social network, friends and family to share your event dates. Personal connections are powerful.

### Meet new people

Look for community groups who are local to you and make a list. Find out when they meet, who is in charge. Plan a visit or give them a call.

### Reach out and connect

Try a quick phone call and suggest meeting at a convenient time for a brief chat. Or, pop by for an informal visit, agree to meet again and swap contact details.

### Create lasting relationships

Sharing information about your organisation and your event schedule is important, but don't forget to show interest in others – it builds long-term relationships.

## Network with community groups

Community groups offer ready-made audiences. Identify your audience and consider where you might find them locally. Here are some ideas:

- Women's organisations
- Religious and cultural groups
- Mental health support groups
- Voluntary and charitable groups
- Food banks
- Environmental groups

## Tips for effective word of mouth strategies

- Share three things about your organisation
- Tell people the difference your organisation makes
- Use real-life stories to emphasise your impact
- Stay in regular contact
- It's not all about you. Engage in two-way conversations
- Ask directly. Can your events be included in their newsletters?
- Reciprocate the favour
- Speak with enthusiasm

# Messaging: what to say and how to say it

## Why messaging matters

Thinking about what you want to say before you say it is extremely important. It will help you avoid overwhelming people with too much information or confuse them with jargon.

## Messaging

### What is your message?

Before you start promoting, take a moment to think about your message – what are you trying to tell people?

**What** is it, **when** is it, **where** is it, **who** is it for – and most importantly, **why** does it matter?

Can you explain the **why** in a single sentence?

Can you make the **what, when, where, who** and **why** sound exciting – in less than 30 seconds?

## Key messaging tips

- Use everyday language – avoid jargon
- Keep it simple and focused
- Stick to one clear message
- Don't overwhelm people with facts and figures
- Don't generalise; be specific
- Always explain why it matters, give people a reason to get involved



## Use everyday language

### Make a list

Example – Basic Bike Repairs.....

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## Avoid jargon

### Make a list

Example – Dr Bike .....

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