

Spread the word: effective word of mouth strategies



Why word of mouth matters

Word of mouth is the oldest type of promotion and getting out into your local community and networking is one of the best ways to do it.

Getting to know other community leaders and organisations is a fantastic way to reach your target audience.

Building long-term relationships means that you're more likely to be able to contact partner organisations about future activities and find out about their events that you can share with your existing customers/clients.



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Who to get in touch with

Deciding who to contact

Think about your target audience for your event. Are you trying to engage with women, families or older adults? This will help you identify what organisation or community groups to get in touch with.

Types of groups to contact

- Women's groups
- Religious and cultural community groups
- Housing associations
- Mental health support groups
- Voluntary groups
- Food banks
- Environmental groups
- Schools

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How to contact other groups

Networking groups

Find out if there are any local community group meetings. These are meetings where different community organisations can come together, share ideas and support.

Get in touch

Introduce yourself to other organisations through: social media, visiting them in person or picking up the phone.

Creating long-lasting relationships

Right now you may just want to share details of your upcoming event but consider maintaining regular contact with your community so that you can all benefit in the future.

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Top tips

- Have in mind three top things you want people to know about your organisation.
- Make a specific request like asking them to put your event details in their newsletter, or share a social media post.
- Be clear about the community benefit of your event or organisation and use real life examples of people you've helped – this will make your interaction much more memorable.
- Listen to others – if your only aim is to promote yourself, people will quickly stop listening to you. Think about how you can help your local community partners as well as how they can help you.
- Follow up with an email – this is a great way to make sure they don't forget you and remind them of your event.
- And finally, don't forget to spread the word about your event to your friends and family.