

# How to promote using word of mouth



## Why word of mouth matters

- Word of mouth is the oldest type of promotional methods, which simply means talking to people.
- Meeting people you do not know will help engage different people and reach the target audience.
- Building a network increases the likelihood of a knock on effect and that your cycling messages will be shared further.



## Who to contact

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### Who to contact

Think about how best to reach your target audience; where they frequent, who they talk to, activities they are involved in or other groups they belong to.

### How to contact your target audience

Make a list of where you might find them, for example try:

- Women's groups.
- Religious and cultural groups.
- Housing associations.
- Mental health support groups.
- Voluntary groups.
- Food banks.
- Environmental groups.
- Your workplace.



## Make contact with other people

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### Networking

From your list, find out about any upcoming meetings or regular socials taking place.

### Get in touch

Introduce yourself through, social media, visiting them in person or pick 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 so that everyone benefits in the future.



## Tips on successful networking

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- Have in mind three top things you want people to know about your cycling group, activity or event.
- 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 benefit of your event and use real life examples of people who have benefited from cycling – this will make the interaction 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 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.