



# Building Word of Mouth

## The most important marketing method is WOM!

**How YOU can generate WOM to create sales reps among:**

### 1) Local businesses/community leaders

- Join business and service groups
- Organize a FAM tour of operations for their associations
- Do a product presentation at their meetings
- Appear in a parade
- Ensure your presence at major events and exhibitions (where large numbers congregate)
- Donate prizes to charity causes with wide appeal and recognition
- Be a walking billboard (vehicle, uniform)

**WOM = Word of Mouth**

**VFR = Visiting Friends and Relatives**

### 2) Tourism operators

- Talk with each other, and visit each other seasonally
- Attend networking/training functions
- Ensure they know what you do (know how to introduce your business, carry business cards,

have good quality photos)

- Organize a FAM tour of operations in your area for owner/operators
- Offer FAM tours for key front line staff that are in a position of recommendation (accommodations are key)

**The highest trip purpose motivator is VFR!**

### 3) Tourism industry influencers

- Visit visitor information center staff (local, regional, provincial)
- Consider attending provincial Travel Information Centre Spring Showcase (780-422-1074)
- Ensure destination marketing organization staff, tourism destination region staff and Travel Alberta In-Province staff know about you
- Do a product presentation for Travel Alberta 1-800 line staff and AMA travel counselors

### 4) Your preferred customer segment

- Arrange for an external assessment of your experience for continuous improvement (access, entrance image, curb appeal, reception, amenities, departure)

- Add value through special touches (find out what they like)
- Set up cross promotion tactics with local operations that cater to your preferred market
- Arrange for tangible memories to go home with them that act as visual reminders (photos, videos, CD-ROMs, art objects, horseshoes, themed Christmas ornaments, etc.)
- Provide incentives for guests to recommend friends (eg. 15% off their next visit/purchase if they “bring in” new guests)
- Be a time saver and hassle remover (eg. excellent directions and good maps)
- Provide a memorable experience with the **FISH Philosophy:**

- ♦ *Be There and Care*
- ♦ *Have Fun*
- ♦ *Make Their Day*
- ♦ *Choose a Positive Attitude*

**Be Visible**

**Be vocal**

**Provide samples**

***This is how you generate ambassadors among friends, relatives and customers.***

