



PURPOSEFUL EVOLUTION OF WORD OF MOUTH MARKETING

HAVE A PURPOSE, PHILOSOPHY MISSION

SET THE STAGE

STAFF BUY IN, UNDERSTANDING, TRAINING
BOARD BUY IN
REVIEW ORGANIZATIONAL STRUCTURE

DEVELOP YOUR STORY

UNDERSTAND WHAT YOUR COMMUNITY HEARS AS WELL AS
WHAT YOU WANT TO SAY

HAVE A STRATEGY, DEVELOP A PLAN

TRACK YOUR PROGRESS, EVALUATE
DEVELOP POLICIES IF NEEDED

THE EXPERIENCE IS EVERYTHING

DEVELOP RELATIONSHIPS

STAY ON MESSAGE, BE CONSISTENT AND PERSISTENT