

# **Word of Mouth Marketing:** **Marketing that Pays You**

Trey Barnett



# Learning Objectives

- Where does a Word of Mouth Strategy fit in.
  - Teach people how to talk about you.
  - Spend marketing \$\$\$ on Word of Mouth



# Marketing Strategy with Highest ROI

Paid Search

Paid Ads.

Word of Mouth

Social Media

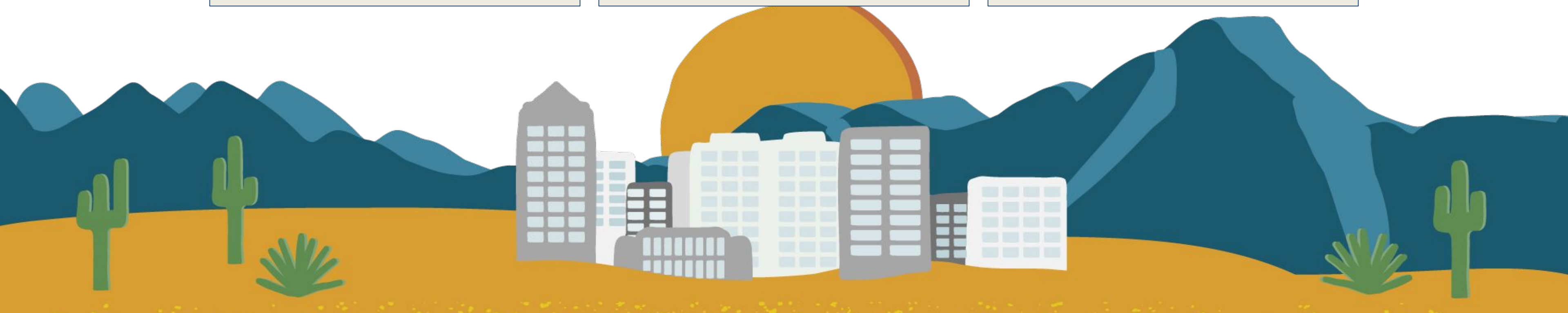
Social

Organic

Mission

Vision

Values



**People do not talk about you  
because they do not know  
what to say!**





# So how do you tell them?

- Guides / Staff
- Interact with people on low commitment activities.
  - How you spend your budget.



# Commitment Spectrum

Respond on Facebook

Multi-day Trip

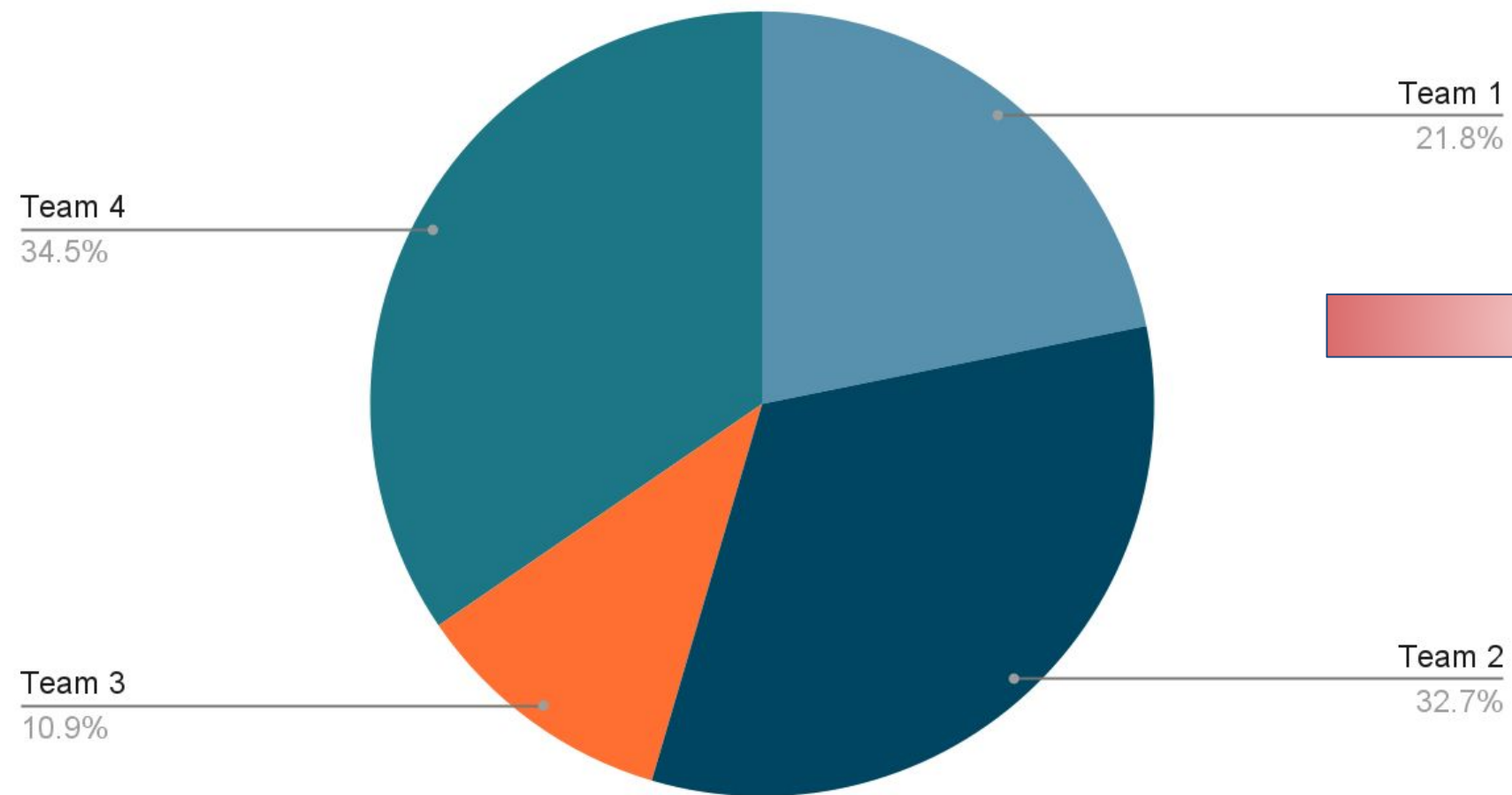
Low Commitment

High Commitment



# Budget Spend

Points scored

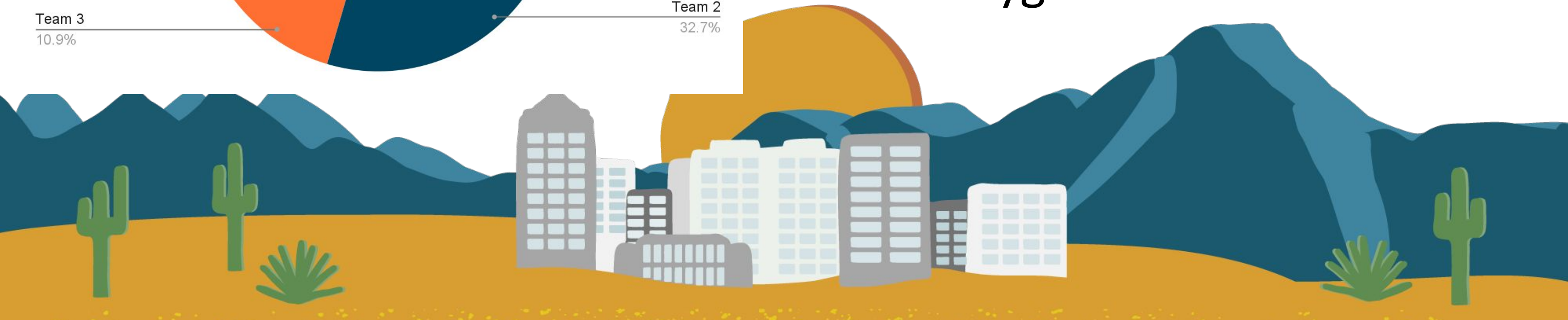


- \*New Rafts



- \*Extra Seating

- \*Playground



# A Few Last Notes on Marketing

- The goal of marketing is not to get as many people as possible.
  - The Goal of Marketing is to advance your brand.
- This will shift you from a quantity mindset to a mission first mindset.
  - People want to join people on mission.





# Thank you!

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