

## **How to Increase Word of Mouth Referrals**

**Speaker:** Samantha Toth, A.B.O.C.

### **Course Objectives:**

- 1) Demonstrate the ability to identify “Word of Mouth Marketing” and the relationship to patient referrals.
- 2) Demonstrate the ability to execute the “Five T’s” necessary to create word of mouth patient referrals.
- 3) Demonstrate the ability to define tools and tracking techniques that will create more word of mouth patient referrals.

### **What is Word of Mouth Marketing?**

Word of Mouth Marketing (WOMM) is about making your products and practice worth talking about. It should be a part of your practice’s marketing strategy plan.

### **Four Rules of WOMM:**

- 1) Be Interesting
- 2) Make People Happy
- 3) Earn Trust & Respect
- 4) Make It Easy

### **The Five T’s of WOMM:**

- 1) Talkers
- 2) Topics
- 3) Tools
- 4) Taking Part
- 5) Tracking