

WORD OF MOUTH MARKETING

December 2016 | Ned Potter

Exercise: Simplifying your messages

Can you take a key message from your library and simplify it? The aim here is not to dumb down – it's to make the message as easy to grasp and to share as possible, without losing the nuance. Get rid of EVERYTHING non-essential to help with WOM.

Some further reading

I wrote an article for Library Journal on WOMM which summarises some of the things discussed in the webinar – you can read that here: lj.libraryjournal.com/2013/12/marketing/what-does-word-of-mouth-marketing-really-mean/

Read more about Ben Bizzle's marketing on the edge, here: slideshare.net/benbizzle

There's a great article in American Libraries Magazine, from where the quote about Broward County Library is taken: <https://americanlibrariesmagazine.org/2014/02/10/contagious-marketing/> - this also what tipped me off about Jonah Burger and his book about contagious marketing.

I wrote a blog post about simplification here: ned-potter.com/blog/4-questions-to-ask-to-help-you-simplify-your-comms

Contact details

Got any follow up questions? nedpotter@ymail.com or [@ned_potter](https://twitter.com/ned_potter) on Twitter.

There's loads more guides to marketing at www.ned-potter.com too.

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