



## Word of Mouth Marketing: Using Social Media to Promote Your Business

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Word-of-mouth or social media marketing isn't actually about generating word-of-mouth messages, it's about getting key influencers to communicate in positive ways about what you do or make, online or offline, and when word-of-mouth marketing works, it creates buzz. Buzz marketing is about thinking rather than just spending, about pulling in customers rather than pushing products toward them. This course will show you how to identify the key influencers who can drive your word-of-mouth or buzz, help you to understand the different types of social media marketing, and how to use each one to connect your business to your customers. This class will also introduce you to various marketing techniques that connect consumers to consumers with positive messages about your brand.

### Course Objectives:

Upon completion of this course, the participant should be able to:

1. Identify the key influencers who can drive your word-of-mouth or buzz
2. Understand different types of word-of-mouth or buzz marketing and how to use each
3. Integrate word-of-mouth or buzz marketing activities into your existing marketing and overall business strategies
4. Apply strategies to monitor both online and offline venues
5. Understand the ethics of word-of-mouth, buzz, blog, and social media marketing practices

**Required Participant Materials:** None

**Prior to Class:** N/A