

# WOM Check-List

(A Simple Word of Mouth Check-list for Your Products and Services)

## From Product/Service:

	<u>Yes</u>	<u>No</u>
Fulfilling Demand, Anxiety, and Desires	<input type="checkbox"/>	<input type="checkbox"/>
Fulfilling Unspoken Needs and Wants	<input type="checkbox"/>	<input type="checkbox"/>
Has Competitive Advantage among others	<input type="checkbox"/>	<input type="checkbox"/>
It has Wow Effect(s)	<input type="checkbox"/>	<input type="checkbox"/>

## From Marketing Area:

	<u>Yes</u>	<u>No</u>
Using social media as communication channel	<input type="checkbox"/>	<input type="checkbox"/>
Campaign messages create buzz	<input type="checkbox"/>	<input type="checkbox"/>
Messages opens dialog / starting conversations	<input type="checkbox"/>	<input type="checkbox"/>
Campaign use Story Telling techniques	<input type="checkbox"/>	<input type="checkbox"/>
Create or join (related) Communities	<input type="checkbox"/>	<input type="checkbox"/>
Using Influencers	<input type="checkbox"/>	<input type="checkbox"/>
Using Evangelist	<input type="checkbox"/>	<input type="checkbox"/>
Give samples to Influencers / Evangelists	<input type="checkbox"/>	<input type="checkbox"/>
Offer Loyalty Programs	<input type="checkbox"/>	<input type="checkbox"/>
Offer Referral Programs	<input type="checkbox"/>	<input type="checkbox"/>

"the biggest benefit of documenting your plans:  
it enables you to even confront your own thoughts"

- @aryadhiratara -