



20 Ways To Spread The Word

As much as marketing has become more complex over the years, it has also opened doors to create means and strategies we can use to deliver a message. Here are a few effective ways to get the word out into the world!



1. **Networking.** You never know who you meet, and how this person can become important one day. Don't be shy to engage in conversations and to keep in touch over time.
2. **Word-of-mouth.** Tell others and encourage them to spread the word. This is the oldest trick in the book... and it works!
3. **Social networks.** Manage just a few social networks for your cause, based on where you reach your target audience best.
4. **Host an event.** Invite your best supporters and "opinion shapers" to gather. This can be the actual launch event, or an early event to gather support.
5. **Keep all your contacts posted.** Regularly mention your goals, progress, and where you are at.
6. **Mass mail.** Be it paper or email, mass mailing is still among the preferred ways to spread the word – especially for day-to-day news.
7. **SMS campaigns.** This is a fancy way to say "sending text messages." If you are operating within a certain geographical area, try an SMS campaign to get the word out.
8. **Online advertising campaigns.** If you have the budget, look into banner or "pay-per-click" (PPC) advertising on relevant websites.
9. **Business cards or small pamphlets.** They may be old-fashioned, but as long as there is no option out there, we'll still use them. It's a quick way to get your name and cause in front of people and on their desks or in their wallets.
10. **Guerrilla Campaign.** This means an unconventional and low-budget method to spread the word. Some of the best marketing ideas are also the simplest – spreading flyers, posting stickers, and even graffiti (only if it's allowed, of course)

11. **Promo products.** People love free stuff! Anything with your name or cause written on it will serve as a constant reminder to the person holding it.
12. **Write a press release** and send it out to news outlets and websites. You may get discovered by some big deal magazine.
13. **Or better, guest blog.** There are lots of great websites that look for guest writers, and they sure don't mind if you post an article about your own cause at some point.
14. **Or even better, get featured.** Find out what online magazines would be interested to your topic and give it a shot.
15. **Participate in discussions.** Check out forums that talk about your topic and comment where appropriate.
16. **Get expert guidance.** Ask experts to chime in and give their professional opinion. They might even join your cause.
17. **Ask for video reviews.** Go on YouTube and see how many people speak on your topic. Why not ask them to speak out on behalf of your cause, too?
18. **Make a video yourself.** Create a video where you explain what your cause is all about.
19. **Or, try to go viral.** It's not likely, but it's worth a try. This is where you create a clever video (or some other online post) in hopes that everyone who sees it passes it on... before you know it, you can have an audience of millions.
20. **Tell everyone.** Nothing else to say.

Source: <http://www.mevvy.com/articles/20-ways-to-spread-the-word-about-your-new-productservice/>

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