

Word of mouth marketing

Don't know about you, but when I am looking for something to buy I will ask my friends whether they can recommend anyone. That is why word of mouth is so powerful.

But how do you encourage it happening?

The most important method is obviously to keep your current customers happy. Ask yourself what your client experience is like?

Draw up a points based questionnaire covering the areas of your business such as:

- how you look?
- how comfortable you are within yourself?
- your bedside manner?
- your premises?
- peace of mind regarding vehicle and
- their massage experience.?

Include a general feedback area for proposals and comments.

Consider adding this feedback questionnaire as part of the closing off routine - see the article "Essential elements of Massage Practice Marketing" email sent to you earlier.

Give a trusted friend the client experience and ask them for very honest feedback.

Use a friendly high energy goodbye statement:

"I hope you enjoyed you experience. If there is anything you feel I should improve on please tell me and if not, please tell your friends."

Word of mouth - always the best way of marketing.

Massage.co.za hopes to become the second best