**Social Media: Word of Mouth Marketing in the Internet Age**

There are several ways that you can market your brand online at no cost to you—other than your time, of course.

One way is by using word-of-mouth marketing.

Yes, word-of-mouth-marketing still exists in the digital age. Although it might be more accurately called word-of-*keypad* marketing.

Satisfied customers who like and use your product are your best brand ambassadors. Online, you can harness the power of these ambassadors through the use of social media.

Invite your customers to talk about your brand and make it easy for them!

Create catchy, custom branded hashtags and include them in your tweets and retweets. Offer your social media followers ‘tell-a-friend’ promotions.

Create fun, shareable content featuring your brand for them to use.

Be sure to engage with your customers on social media by answering their questions and liking and sharing their content.

Finally, invite satisfied customers to share their story on review sites like Yelp and Angie’s List. An honest review from a happy customer is your best advertisement.

Remember: To get the most out of word of “keypad” marketing for your business Invite, Interact and Engage.