

Activity 5: Wicked 'Word of Mouth'

This activity could take time, and a lot of it. Thankfully, it hardly takes any of your time at all. Great businesses are talked about, and you want yours to be shouted about, from the rooftops.

Business Success Story

A little coffee shop in Seattle (given 33 years to grow) became a £2.5 billion company: it's the Starbucks success story. Have you ever wondered why you don't see a Starbucks advertisement on a billboard? It's because they don't exist. Starbucks has never been a company to go with the crowd. They've always wanted to be different, and that's worked to their advantage. High quality products, an exciting setting and unique experience have had people queuing at their doors.

Success Criteria

This is the easiest of all our marketing suggestions; the children do all the legwork for you! Like Starbucks, you won't have hefty time or financial constraints to complete this strategy effectively. But you will need a little forward thinking.

- Your message needs to be simple: awesome products for sale, and you'll want one! Send this message through all possible communication routes.
- Define the best part of your product: all gadgets are practical and require pupils to take part in learning to reach an outcome.
- Make your claims borderline outrageous, so people pass your message on: yes, the bouncy ball factory does make a ball that can reach the moon.
- Ask each pupil in your school to pass the message onto three people. Pupils can then ask those three people to pass the message onto three others. Perhaps get a competition going. Each time a referral is made, pupils get a signature: how many signatures can they get?

Follow Up

There's no reason why you can't carry out more than one of these campaigns. Perhaps try an internal campaign first and then take it outside the school grounds.

Involving the Pupils

Pupils are essential to this marketing strategy. Without them, you don't have a strategy at all. Using the materials here, and the story above, explain the key benefits of such marketing and get them on side with this approach.

Resources

Enthusiasm, passion and a few (borderline) outrageous claims.