**Medicare Outreach Idea of the Month**

September 2019

**Promoting Word of Mouth Outreach**

Word of Mouth is one of the most valuable forms of marketing. It has been identified as one that consumers trust above all others. During the coming months you will be seeing many Medicare beneficiaries. Why not use those contacts to help promote your word of mouth marketing!

Enhance the outreach you are doing by encouraging others to spread the word about the service you provide and all the ways you help people. You can influence the message by providing brochures or other materials that will help your clients tell others about your agency.

Sending this [OEP Thank You Note](https://gwaar.org/api/cms/viewFile/id/2005438) to clients you help this fall is not only a polite touch, but it also encourages them to tell a friend about this service. Here are a few more helpful ways to promote word of mouth marketing:

* Share brochures with satisfied customers and ask them to tell others about your services.
* Ask if customers would be willing to provide a testimonial that you could use in your outreach/marketing materials.
* Give people some interesting facts about your agency, such as the number of people you generally help each year during open enrollment.

Find more ideas under the Word of Mouth resources on the Medicare Outreach and Assistance page of the GWAAR website.

**To view all the GWAAR Medicare Outreach and Assistance Resources, follow the link to our webpage:**

<https://gwaar.org/medicare-outreach-and-assistance-resources>

By the GWAAR Medicare Outreach Team