



**5 Strategies to Boost  
Positive Word of Mouth  
In the Community  
Using the  
REPUTATION MATRIX™ method**

**Workshop Leader: Marjorie Young**

*Marjorie Young, CEO and Founder of Carriage Trade Public Relations® Inc. - established 1995*

# REPUTATION



**overall quality or character as seen or judged by people in general**



According to research by Nielsen, [92 percent of people trust recommendations from friends and family more than all other forms of marketing.](#)

77% of consumers are more likely to buy a new product when learning about it from friends or family. ([Nielsen](#))

74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [[Ogilvy/Google/TNS](#)]

# EXERCISE

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is green, 'l' is blue, and 'e' is red.A long, empty rectangular search input field with a thin grey border, positioned horizontally below the Google logo.

Google Search

I'm Feeling Lucky

<b>CREDIBILITY MARKERS</b>	<b>HEADLINES</b>	<b>WORD-OF-MOUTH</b>
AUTHORITY	Mary Smith to Speak at National Convention	"She is the authority in her field"
CHARITY	Widget Company donates \$1000 to Leadership Academy	"They care about our community"
AWARDS	Chamber Selects Acme as Business of the Year	"They are the best in their industry"
LEADERSHIP	Mary Smith Select to Chair the United Way	"She is a leader"
HARD NEWS:	Celebrating 30 Years in Business	"They have been around a long time - they are a dependable, trustworthy company"

# WORKSHOP EXPECTATIONS

Create a yearly PR plan that will accelerate positive and purposeful buzz about you and your company

2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Authority												
Charity												
Awards												
Leader												
News												

Reputation Matrix™ method

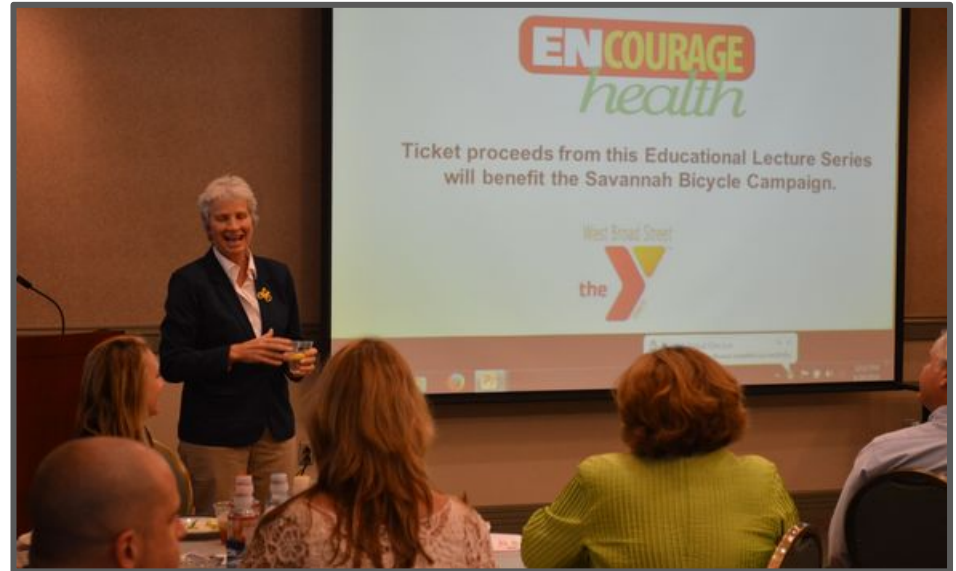
background

# STRATEGY #1 AUTHORITY

Positioning yourself as the expert in your field is a powerful word of mouth marketing strategy.

## **Educational marketing** **No hint of endorsement**

- Speeches to Civic Groups
- Workshops
- Columns in the paper
- Webinars online
- YouTube
- Facebook Live
- Articles, 10 Things to Know
- Book
- Whitepapers
- Lecture Series



# AUTHORITY

List 3 educational tips that could help a potential customer

1)

2)

3)

Where to give your talk?

1)

2)

3)



## **Readable Bio: 200-300 words**

Marjorie grew up in Maryland and spent the summers exploring the Chesapeake Bay. She got her Journalism and art degree from the University of Maryland, where she spent three years studying art in Europe. She loves painting, poetry, camp fires, hiking and is a self-professed geek. Two years ago she walked the 500 mile Camino de Santiago in Spain by herself.

In 1995, Marjorie Young founded Carriage Trade Public Relations® Inc., a PR firm that creates positive word-of-mouth for businesses in the community and online by using reputation management strategies.

In 2017 the Savannah Chamber awarded Marjorie the Small Business Advocate of the Year. In 2013, the Savannah Morning News named Carriage Trade PR the Small Business of the Year. In 2006, she won Entrepreneur of the Year from the Savannah Area Chamber of Commerce.

She currently is the president of a Leadership Academy for high school girls, called Dawn's Daughters. She sits on the Savannah Rotary and Hospice Savannah board of directors and was selected to be the Public Image Chair for Rotary District 6920 to coach over 60 clubs on PR. Marjorie was also the past president of the Small Business Chamber and past president of Savannah SCORE.

Her daughter will be graduating this year with a Ph.D. in Robotics Engineering at Georgia Tech.

# STRATEGY #2

## CHARITY

When potential clients read about your outreach to local charities, it shows that you care about the community and your values align.

- Does your business have a partnership with a local charity or not for profit organization?
- What local nonprofit organization would you believe aligns best with your business and industry?
- Have you ever sponsored an event? If so, which one?
- Have you ever donated money to a charity?



# STRATEGY #3 AWARDS

Winning awards builds instant credibility. It is a huge third-party endorsement from the organization, and the media is interested in this type of news.

## **Research Awards:**

Chamber

Best of

Trade Associations

## **If you win:**

Include in bio

Email

Website

Business Card

Announce in the paper



# STRATEGY #4 LEADERSHIP

When a business owner gets involved with a local non-profit organization and is appointed to the board, either as president or to the board of directors, the media is often interested to hear about this. When the community reads about your leadership, this highlights your powerful reputation and shows you care about the community. Also, joining a leadership development program connects you with the movers and shakers in your business community. This helps you build a great referral group.

- Are you currently holding any leadership roles in the community?



# STRATEGY #5 HARD NEWS

The business section of your community newspaper often publishes information about small business. When the public reads about this type of news, it increases the perception of credibility. All news ends up online to help build your positive reputation.

1) NEW HIRE

2) RIBBON CUTTING

3) EXPANSION

4) ANNIVERSARY

5) NEW EQUIPMENT, PRODUCT LINE



# EXERCISE

## Reputation Matrix™ Method

2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Authority												
Charity												
Awards												
Leader												
News												

# Reputation Matrix™ Method Yearly Public Relations Plan

## Consistent flow of news in the community and online

2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
#1 Authority		Chamber Speech			Column		Trade Assoc Speech				Work shop	
#2 Charity						Donate Money						
#3 Awards	Best of			Business Of the year					Apply For Trade Awards			
#4 Leader								Selected As president				
#5 News			New Hire							10 Year Anniversary		Expands

## **MEDIA ADVISORY**

**January 2, 2019**

**WHAT:** The Georgia Association of Business Brokers will present a PR workshop on Creating Positive Word-of-Mouth For Your Business. The meeting is free and open to the public

**WHO:** The PR workshop will be given by Marjorie Young, founder of [Carriage Trade Public Relations® Inc.](#), Marjorie has more than 20 years experience as a publicist, helping small business get their positive news into the community.

**WHERE :** The workshop will take place at the Georgia Association of Realtors building at 6065 Barfield Road in Sandy Springs.

**WHEN:** Workshop will take place on Jan. 22 at 10:30 a.m. It will be preceded at 9:45 a.m. by a free light breakfast and networking session.

**WHY:** Did you know that 74% of consumers cite “word-of-mouth” as a key influence in their decision making? With word-of-mouth being the #1 way to get new business, Young will share 5 strategies to create a yearly PR plan that will accelerate positive and purposeful buzz about you and your company.

**ABOUT GABB:** The GABB is an organization of professionals who work with owners of Georgia businesses in important and complicated transactions: the sale of their businesses. GABB members help owners determine the asking price of their business, create marketing plans and strategies for selling their business, identify and qualify buyers, and have the knowledge, experience and skills needed to help maintain the confidential nature of the process. GABB members relentlessly pursue professional development so they can provide superior, ethical services for all customers and clients.

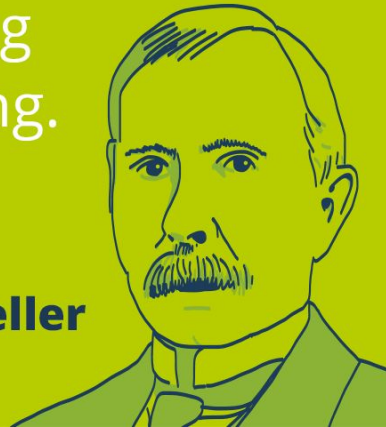
**CONTACT:** For more information on GABB, contact Diane Loupe at 404-374-3990 or [georgiabusinessbrokers@gmail.com](mailto:georgiabusinessbrokers@gmail.com) or Dean Burnette at [dean@b3brokers.com](mailto:dean@b3brokers.com) or 912-247-3209.




## SEND PR TO THE MEDIA EDITOR

Next to doing the  
right thing, the most  
important thing is to  
Let people know  
you are doing  
the right thing.

**John D. Rockefeller**



A photograph of a billboard against a clear blue sky. The billboard is white with orange text. The text reads: "Publicity is giving someone a reason to talk about you". The billboard is supported by a metal structure with several lights underneath.

**Publicity is giving someone  
a reason to talk about you**