ReferralRock

Catapult

Catapult is a leading on-demand staffing company providing people with flexible work in hospitality and retail. By giving people the power to set their own hours and choose when and where they work, Catapult lets people balance part-time and full-time hours with their lifestyle.

"Referral Rock has allowed us to automate our entire referral process. Now that it is set up and optimized, it just runs in the background."

Yas Desai
Business Development Manager

Challenges

- Catapult is data driven, focusing on testing and optimization. Needed an automated solution for scaling their referral marketing

- Know that referral marketing works from manual testing but was messy and difficult. Needed a system that was easy to manage

- Needed to integrate with Catapult's systems and current application/staffing workflow

Solution

- Catapult replaced their manual spreadsheets with an automated referral program

- Integrated their referral program with Mailchimp and their own internal application and staffing platform

- Incorporated their referral marketing initiatives into their staffing portal and other marketing/drip email channels

Results

- Generated over 4,500 referrals in first 6 months

- Increased web traffic by approx. 50,000 sessions

What's Next

- Looking into using the API to further automate reward distribution

- Create a member re-engagement campaign

- Continuing to optimize and test the referral program

Invite

- Automatically sign up new members through staffing portal and add them to a Mailchimp Campaign

- Send an email campaign consisting of 4-5 emails over a 5-week period once someone signs up. Emails include member's unique link and focus on making the sharing very easy (i.e. forward this link to your friends)

Share

- Unique link through drip email campaign. Focus on making it easy for members to forward or copy and paste their link in different channels/online groups

- Referral program and unique link available to share directly in staffing portal and mobile application

- Encourage members to be creative in where/how they share

Action

- Clean, personalized landing page to encourage new candidates to apply

- Redirects candidates to application form where Catapult captures and tracks new referrals

- Update referral status once candidate works their first shift

- Active, personalized language with strong benefit statements

Rewards

- Member gets £20 bonus for every Qualified Referral (i.e. works a shift)

Integration

- Add Member to Mailchimp via Zapier

- Referral Status update via Zapier

- Portal/App integration for members to share unique link

Top Tip:

Put in the effort to test and optimize all components of your referral funnel. Understand how members and referrals flow through your program and where they drop off.