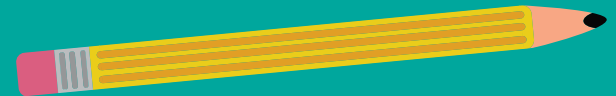
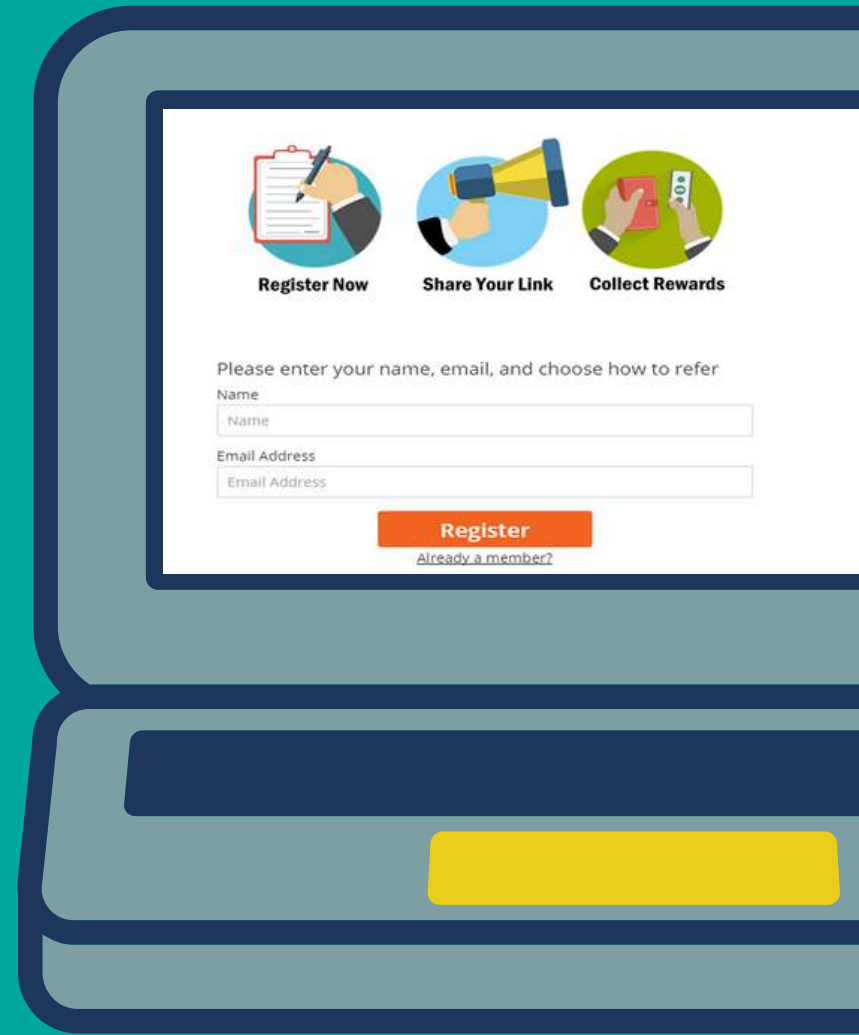


Successful Referral Program Promotion

Promote your program - so people can find it



Your 3 Keys to Successfully Promoting Your Program



Building the Framework

You've designed your program. Now let's build all the supporting pieces to get users to join.



The Launch

Now that you're ready to launch the program! Who do you invite and how do you invite them?



Building it into Your Customer's Experience

Let's keep the ball rolling! Integrate other customer interactions to feed your program.



Building the Framework

Whether you're inviting new customers or digging into your Rolodex of past customers, you want all of the users to have a consistent experience. Once you have this framework in place it will be easy to funnel people in and get consistent results. The keys to this framework are *the landing page*, and *crafting the invite*.





The Landing Page

This is your opportunity to give the user more details about your program and drive them to register.

Use the landing page to grab the user's attention and explain the finer points of your program. On top of that, it's important to mention why joining would benefit them.

- ✓ Use images of the rewards
- ✓ When are the rewards earned
- ✓ How are the rewards earned
- ✓ Instructions about the program
- ✓ Clear call-to-action to registration page
- ✓ Answer any FAQs the user may have

Bonus Tip!

You can place a retargeting pixel on your page. This can help you advertise directly to people who have shown interest in your program.



Give \$75 & Get \$50 Cash for Yourself

Earn money by sharing with your friends & family.

Earn \$50 Now



Become a Member
Lorem ipsum dolor sit amet, fringilla venenatis qui, mollis quam ipsum.



Share your code
Lorem ipsum dolor sit amet, feugiat auctor, integer nulla, mauris porttitor.



Earn Cash
Lorem ipsum dolor sit amet, id ridiculus amet, morbi nec.

FAQs

1. vehicula vivamus sed
2. erat ac molestie
3. augue leo nonummy

Refer Now



Crafting the Invite

Framework

You're going to be inviting individuals to join the referral program. Then you will be sending them to the landing page. Let's discuss a few ways to make an invitation to your program more personal.

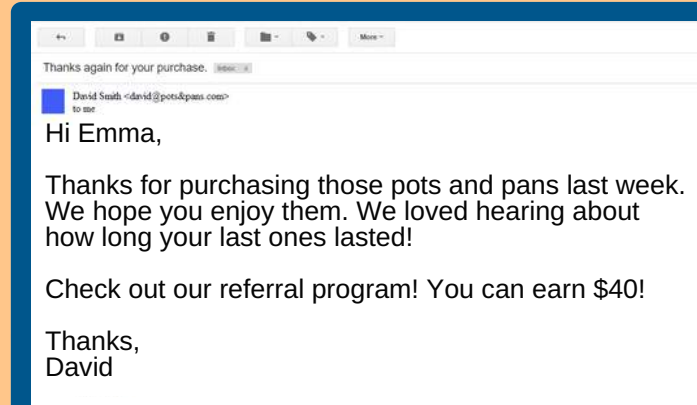
Personalized Invitations

Try using the customer's first name, interests and past purchases to connect to them.

- ✓ Use the customer's first name.
- ✓ Information about the customer's purchase.
- ✓ Reference time: the general timeframe.
- ✓ Reference an anecdote about their experience with your business.
- ✓ Drive them to the landing page and indicate the benefit to them... or drive them with mystery.

Bonus Tip!

An invitation doesn't have to be just an email. It can be a phone call, postcard, business card, text message. The invite can take many forms.

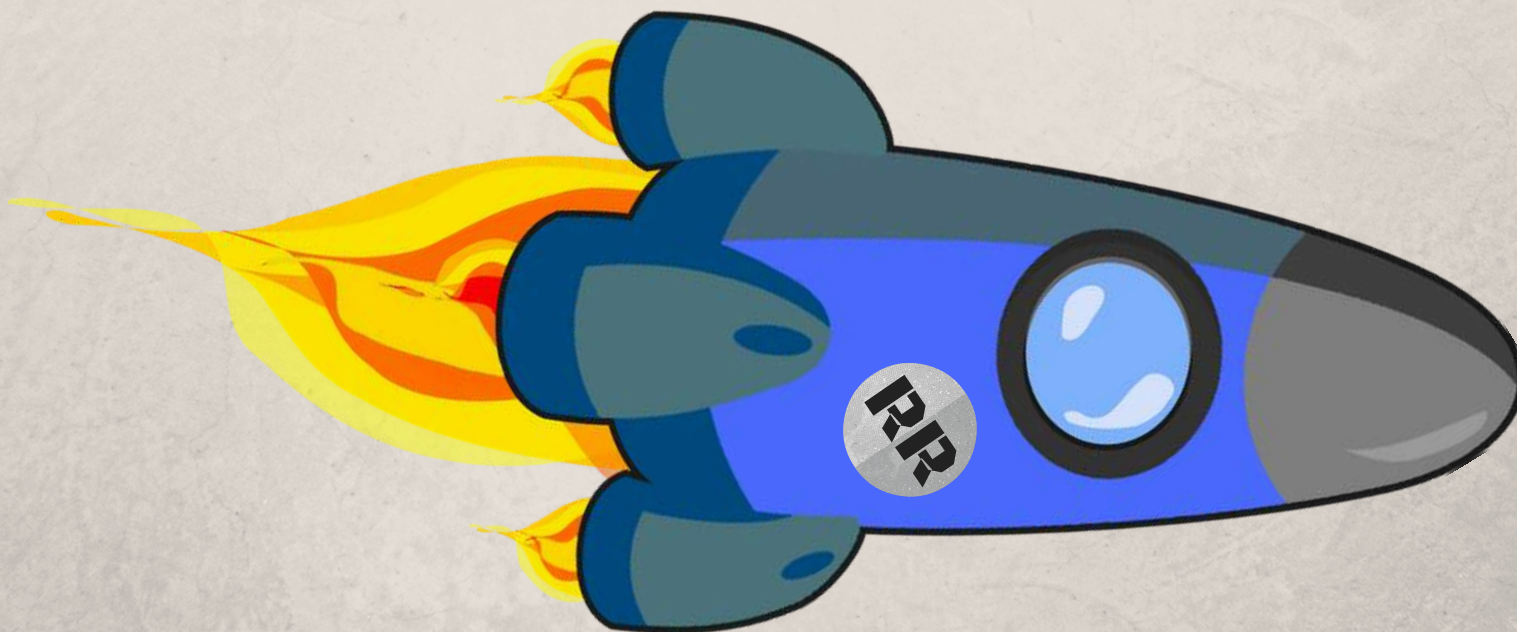




The Launch

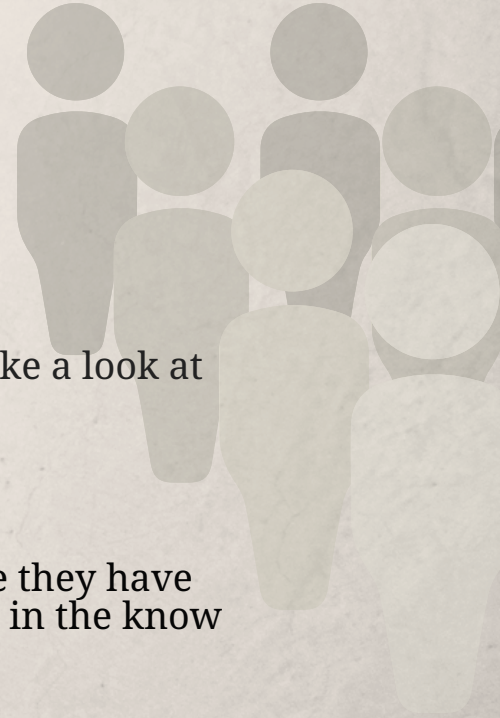
Now let's reach into your contacts and find ***who to invite*** to your program. Once you know who they are, then you can figure out ***how to invite*** them. Lastly, you will have to perfect your program with ***the detailed plan***.

Let's get this baby launched!





Who to Invite



I'm sure you already have some ideas of who you should invite, but take a look at our checklist to make sure you didn't forget anyone.

✓ **Top Customers & Advocates**

Invite your best customers. They know your brand really well. They will happily promote your referral program.

✓ **Email Marketing Lists**

These people have already asked to get updates - so make sure they are some of the first people to know about the launch of your referral program.

✓ **Your Reviews**

Look at all the business directory sites, and make sure you invite those who have had good experiences with your business.

✓ **Customers**

Invite all your customers. They know your brand and will likely share with friends.

✓ **Social Media Followers**

This is an easy group since they have already subscribed to stay in the know with your business.

✓ **Other Businesses**

Do you have a few businesses that you work with regularly? Introduce the program to them. They may have interested customers.

✓ **Your Competition**

Don't be afraid to look at the followers of your competition. Find them on social media, blogs, and business directories.

✓ **Friends & Family**

Who better than friends and family. This can be your most supportive bunch.



How to Invite

The Launch

Personal Invite

Have members of your team personally reach out to customers they already have relationships with.

Physical Invites

Don't forget about physical invites.

Direct mail exists for a reason... because it gets results.

Social Media

Include a link to your referral program once it's been launched.
Posting daily during the launch week can be beneficial.

Mass Email Kick off

1. The promotional email should be exciting and informational.
2. It should be specifically about the launch of the program.
3. The email should spark attention and lead to the landing page.



TIP



If you have segmented lists.
See if you can personalize the copy based on the segment



TIP



If you personally invite, try not to include them in the mass email so they don't think they are like everybody else. If you aren't going to exclude them, at least send the mass kick off well after the personal invite



The Detailed Plan

The Launch

Step 1. Test

T minus
3 weeks

Test the whole process, your copy and system to make sure everything is running perfectly. You can also share it with some of your customers and get their opinions (user testing).

Step 2. Pre-launch and Early Access

T minus
2 weeks

This is your time to "**warm the users**". To do this use **social media** and make small mentions in **newsletters**. This is a good time to give early access to special customers through "**personalized invitations**".

Step 3. Blast Off!

Blast
Off

Launch to the public through "**mass email**", "**social media**", "**physical invites**", and "**personal invites**".

≡ **TIP** ≡

Post Launch

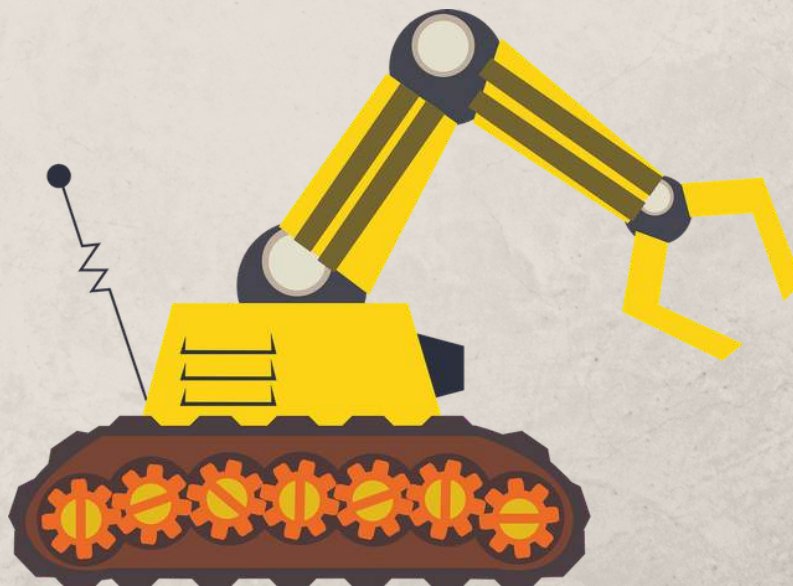
Use blog posts and newsletters to inform everyone about the referral statistics and rewards that have been issued. Use it as social proof that this is effective and people are actually getting rewards.



Building it into Your Customer's Experience

Now that you've promoted the heck out of your program, you want to make sure your users can find it. You need to ***make it discoverable***. People may not enroll right away, it doesn't mean they aren't interested. They may just need a friendly reminder to join.

Speaking of inviting users, the other major part of "building it into your customer's experience" is the ***rolling invite*** to for all new customers and potential referring individuals.





Make it Discoverable

Building it in

You have to make it discoverable and sprinkle it all over your business. Help out the happy customer that can't find the links back to the referral program. Make it easy for him to find!

✓ **Email signatures**

An effective area to continually promote your program.

✓ **Links on your main website**

Use links throughout your website to promote your program.

✓ **Your marketing blog**

Place in footers and sidebars on your website.

✓ **Rotate in your social media**

Include links or call to actions (CTA's) to your referral program.

✓ **Thank you pages**

Can be utilized as a quick reminder to join the program.

✓ **Advertising / re-targeting**

This is a great opportunity to provide a direct link to the program.

✓ **Bottom of Invoices**

A quick reminder that your program exists.

✓ **Marketing Email Newsletter footer**

This is a great way to generate program activity.



TIP



Don't worry too much about overexposure, just try not to be too in your face with pop ups and constant inviting. Trust your gut and use the places where your customers would most likely look for it.

Don't forget physical invites:

things like business cards, posters, and flyers are easy ways to spread the word.



ReferralRock



Rolling Invite

Building it in

Since we already covered the big launch, take that same thinking and design in rolling invites for all new customers and potential referring individuals. Where can we invite customers during their journey?

Here are some ideas

The "WOW" Moment

Invite them when they are at when they're happiest with your business. Examples are when they first receive their product or the job was complete.

Direct Follow-up

An email asking for feedback on how you did. Or for a more personal follow-up, a phone call(where you can even enroll them in them in the program).

Online Review

After a positive online review, follow up! This is the perfect time since the user has already expressed how much they love your business.

Integrated into your product service

Add an invite or pop-up to their checkout process or while they are using your product. You could even send a postcard or flyer in their package.



TIPS



Got marketing automation?

Integrate the invites and exposure to the referral program in your marketing automation.

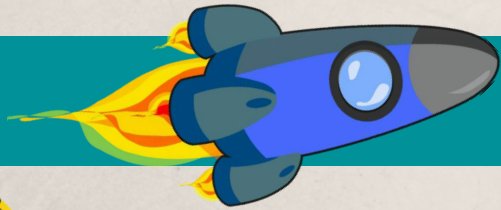
After initial invite:

Do a follow up including some social proof. Tell the users how successful people have been in your program & let them know what they are missing out on.

Summarizing it all...



Building the Framework



The Launch



Building it into Your
Customer's Experience

Putting together all of these pieces will help you get your program off the ground and continue to feed in new referrals.