

Running a Successful Referral Program

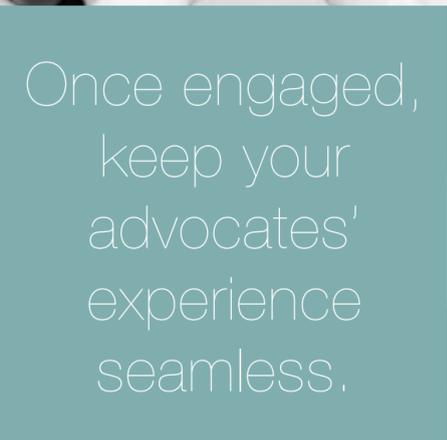
9 Best Practices



1

Don't overlook your employees and partners.

Your customers are an excellent source of high-quality referrals. But don't stop there! Engage your employees and partners too. Both groups know your brand almost as well as you do.



2

Once engaged, keep your advocates' experience seamless.

Continuity and transparency are reinforced when your referral software offers a white-labeled referral experience. Don't disenfranchise your advocates; keep the brand experience seamless.



3

How do your customers like to share? Lower the barriers to sharing a referral offer by making sure your customers can share where they're comfortable - from social media to offline.

Give your advocates options to encourage engagement.



4

Don't "Launch it and Leave it."

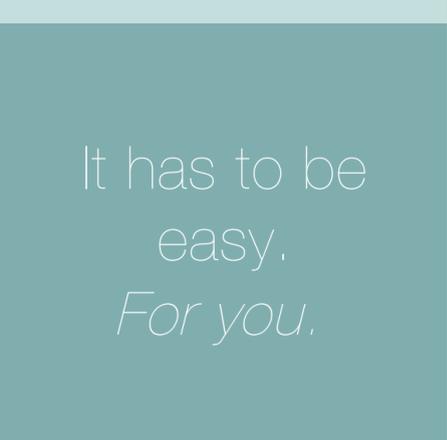
Promote your referral program at every available touchpoint. Change up your reward and consistently touch base with your advocates to remind them to refer.



5

Incentives don't have to be monetary. Choose a reward that means something to your advocates. Strategize with referral experts about reward best practices!

Incentives Work.



It has to be easy.
For you.

Choose referral marketing software that makes your job easier. Make sure the software you choose tightly integrates with your CRM or other important systems.



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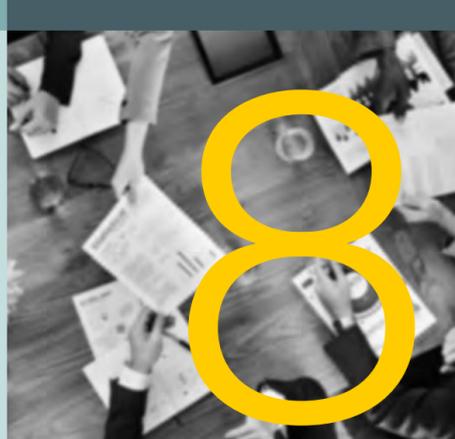
K.I.S.S.!
("Keep it single sign-on!")

Don't make your advocates jump through hoops to register for your referral program. Make sure your program accommodates single sign-on and social login. Don't ask for more than the basic info to register.



If you've got a sales team, make them integral to the program.

Give your sales team the tools they need to close the business their customers and partners refer to you. They will be your best advocates if they are empowered!



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9

Nurture your advocates.

Provide advocates the status of every referral they've made, and every referral that was successful. This lets them know you've got their back. And always say thank you!

Get more details on referral best practices at www.impartner.com