

Partner Referral Methods That Grow the Business

To find out the impact of partner referral programs on companies, business partner referral programs run on the Amplifinity referral platform in 2016 were analyzed.

REFERRAL METHODS COMMONLY OFFERED

100%



Lead Form

A form filled out by the customer with the pertinent contact information for the referral.

50%



Verbal

A referral collected verbally from partners by sales who inputs them into Salesforce.

50%



Email

A personalized email with a CTA to fill out their information on a prospect lead form.

30%



Social Media

A branded post that partners can share via LinkedIn, Twitter and Facebook.

50%



Shareable

A unique URL that partners can copy and paste and share it with their network.

10%



Print Card

A printable cards have the customers unique URL and instructions on how to take action.

MOST USED METHODS

81%

Lead Form

13%

Social Media

3%

Verbal

2%

Shareable URL

1%

Email

<1%

Print Card

CONVERSION FROM LEAD TO DEAL

0%

Email

21%

Verbal

21%

Shareable URL

67%

Print Card

37%

Lead Form

0%

Social Media

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The State of Business Partner Referral Programs

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Methodology: In order to learn more about the outcomes of business customer referral programs, the 2016 data from the customer referral programs run on Amplifinity's referral platform were analyzed. Data analysis was performed by third party contractor, Brian Schmotzer, MS in Statistics.



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