

Promotions that Prompt Advocate Engagement

Promotions are a principal part of a referral program becoming successful. Start off by identifying the promotional channels that your advocate pool engages with in order to implement promotions that recruit advocates to the program.

Promotions for customer, employee, and partner programs



Homepage

The homepage of a website is a key place to let customers, employees, and partners know about a referral program. This same concept applies to the homepage of your employee intranet or partner portals when recruiting employee or partner advocates.



Email

Current email campaigns are an exceptionally effective way to promote a referral program and build awareness by including a link to the program in the footer. In addition to your current email campaigns, create dedicated emails that emphasize the benefits of your referral program.

Promotions for customer and partner programs



Targeted Display and Banner Ads

Targeted display and banner ads can be placed on vertical or relevant pages for customer and partner programs. This gives partner programs the opportunity to find the types of partner advocates you're searching for on vertical websites.

Online Product or Account Center

If a business has an online subscription product or an account page for specified groups of advocates, promoting your referral program through it is ideal.

User Events

User events are a great way to interact with customers and partners on a personal level and establish a face to face relationship. By adding a kiosk to a user event you can bring customers directly to it and register them for your program in person.

Promotions exclusively for customer programs



New Customer Invite

The completion of a purchase is a great time to ask your customers to participate in your referral program.



Sales Invite

Empowering sales with the tools to invite advocates to a referral program directly from a CRM will allow you to invoke the relationship and trust a salesperson has built with their customers.

But remember that promoting to already established advocates is just as important as promotions that aim to recruit advocates. **To continue to incentivize current advocates to refer try implementing . . .**



Sweepstakes

Adding the additional incentive of an entry into a sweepstakes every time an advocate makes a new referral increases an advocate's motivation to refer.



Tiered Rewards

Tiered rewards drive repeat engagement in the referral program as a result of the increased incentives offered.



Special Offers

Special offers are great to promote at any time. It allows you to reengage your advocates by offering them a deal that's too good to pass up.



Promote with sales and customer success

Provide sales and customer success with the data on the advocate activity in the program so they can help define the ideal prospect to refer and encourage more referrals with each interaction they have with advocates.



Retargeting

Marketing should track all program metrics and use that data to encourage referrals. Key targets would be special offers to top advocates or communications to advocates who logged in, but didn't make a referral.



Automated email reminders

Automated emails reminding advocates of their referral program activity and status can also help to encourage program engagement.



Want to learn more about what goes into developing a successful referral program? Download the full e-book, [8 Steps to Initiating the Right Launch Sequence for your Referral Program](#).

