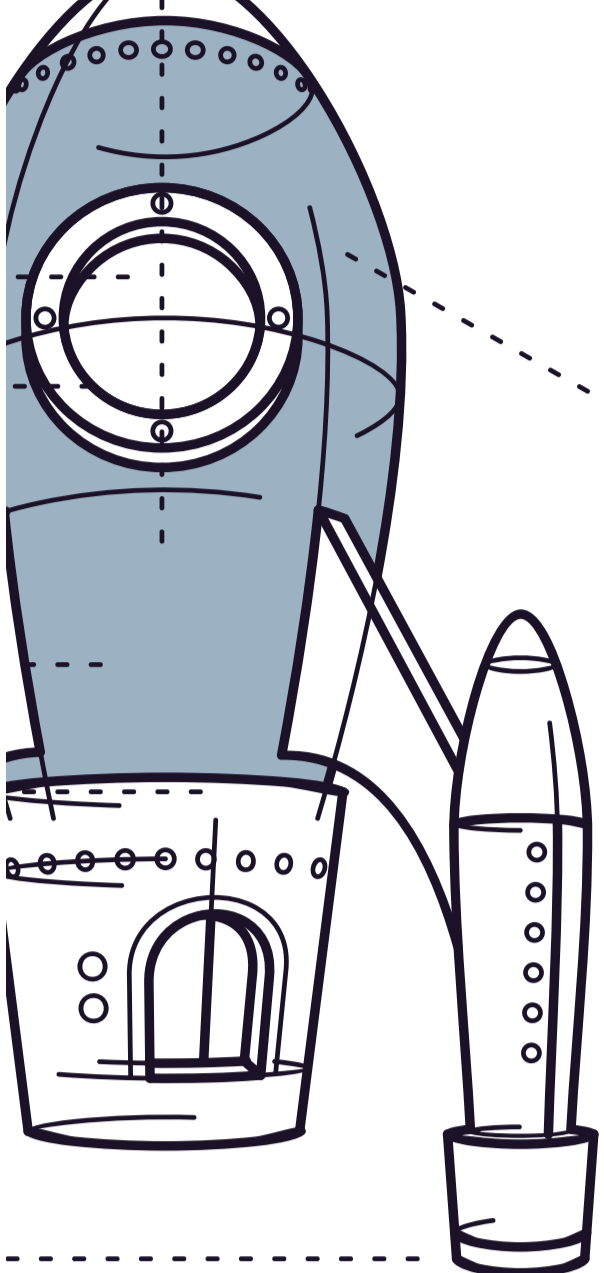


Design your Referral Program

Start by selecting a registration option that makes it easy to participate



Single Sign On (SSO)

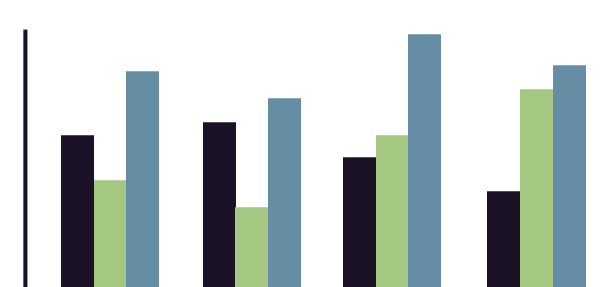
The lowest barrier for your advocates is to utilize SSO from a user community or subscription based product. This saves advocates time and encourages participation by leveraging credentials that they have already established to grant direct access to referral tools.

Social registration

Instead of your customers, employees, or partners having to register and create another set of credentials to access your referral program they can just use the one login that is most ingrained in their mind.

Standard registration

If you still require a more customized single or multi-step registration process and SSO or social registration doesn't fit your business, standard registration provides exactly what you need.

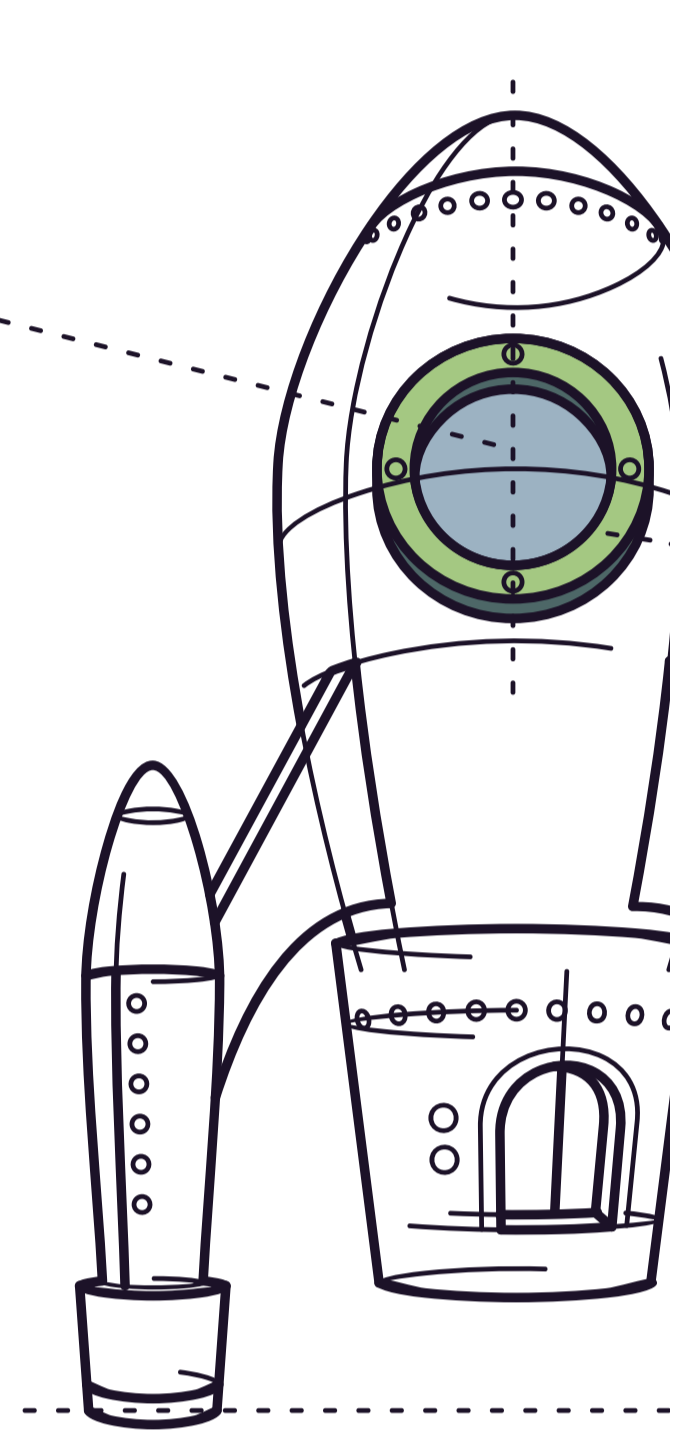


Ensure that you choose referral methods that are personal

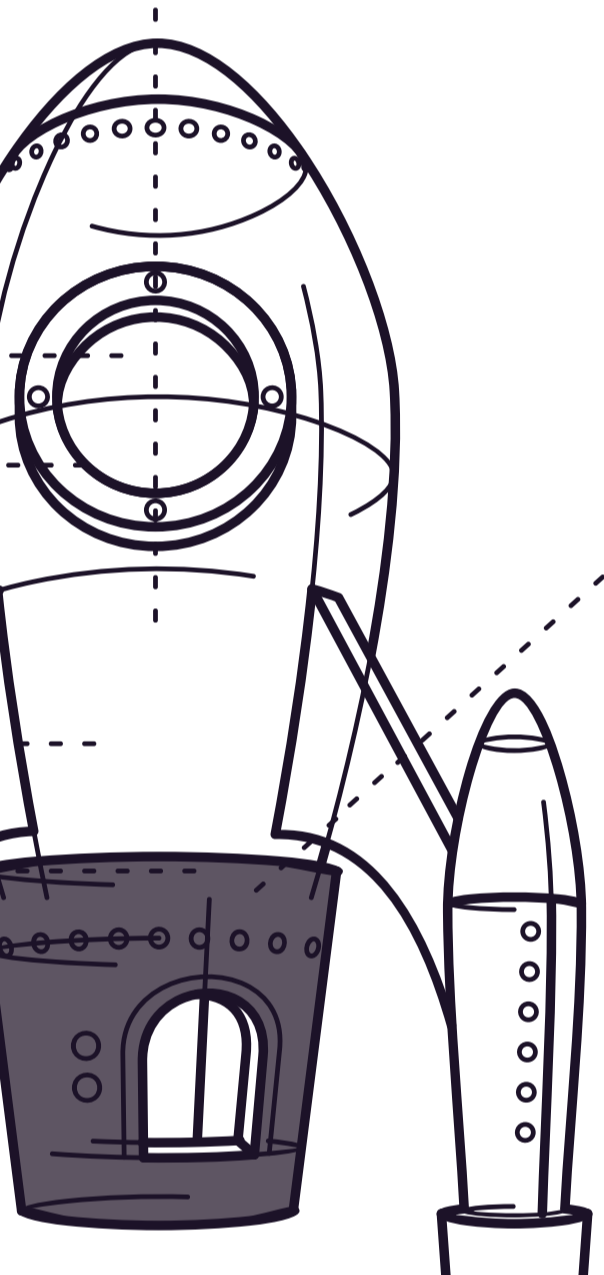
In order to appeal to all advocates, consider the following referral methods when designing your program:

- Social sharing (LinkedIn, Twitter, Facebook)
- Email
- Personalized URLs
- Printed cards
- Suggest a lead
- Verbal referral codes

By offering advocates the option of personalizing the referral process with their preferred communication method you increase referrals made.



Don't forget to pick program management tools that contribute to ease of use

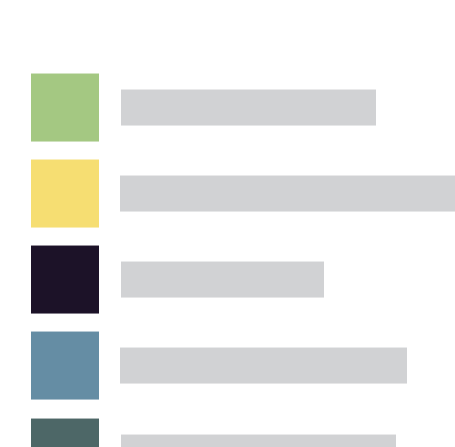


Tax Compliance

Once your advocates reach rewards of \$599 dollars, a tax management feature will automatically send the W-9 form to an advocate with their reward contingent upon completion.

Content management

Give your marketers the ability to update, edit, and optimize content and program settings without help from IT resources to keep your program flying high.



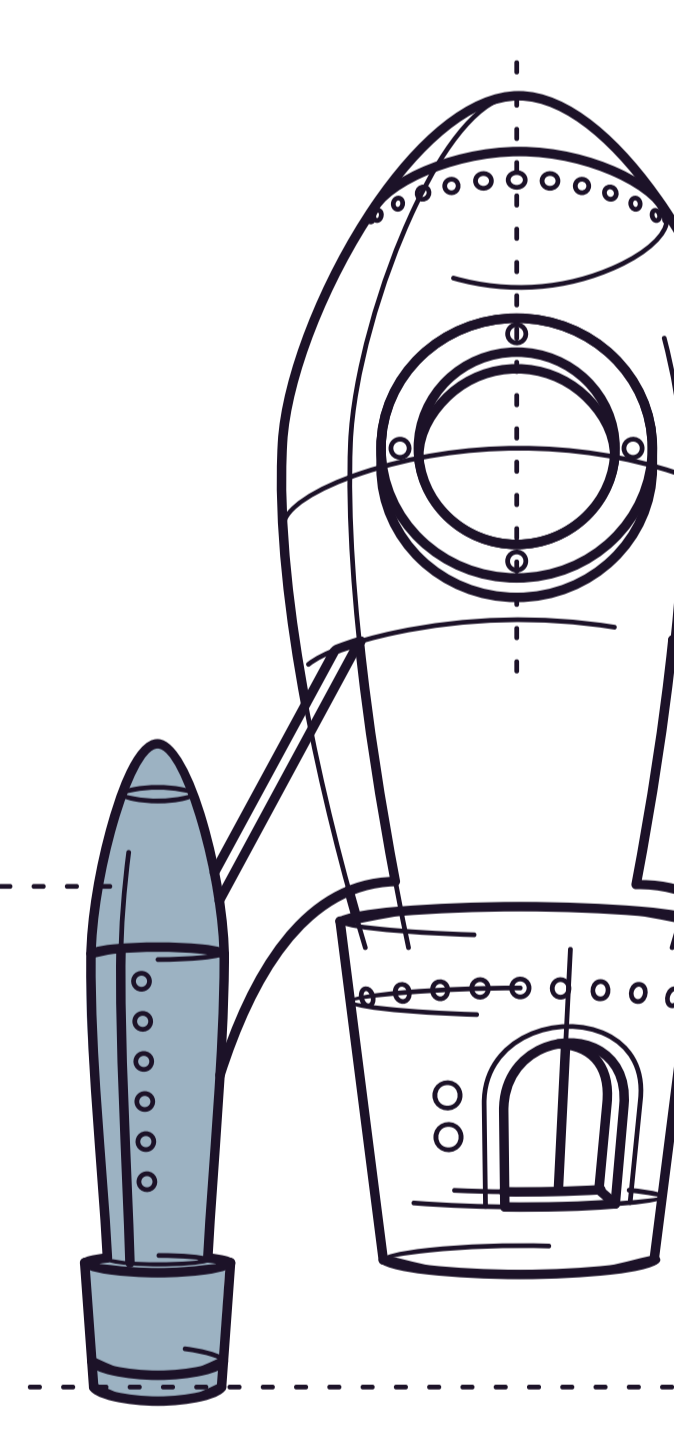
Remember to prioritize features that enable sales

To get your sales team helping to drive referral success, provide tools such as sales nurturing, advocate recruitment, and CRM integration to enable sales to:

- Prioritize referral leads
- View the advocate who made the referral to quickly qualify
- Recruit advocates directly
- Input new referrals on behalf of the advocate

Sales enablement results in:

- Increased participation by advocates and sales teams
- Improved quality of customer conversations about referrals
- Enhanced referral leads follow up
- Increased numbers of successful referrals



Always select rewards that motivate referrals

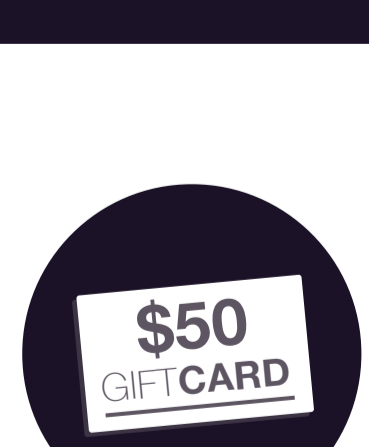
The reward should be considered relative to your cost per lead (CPL) and cost per acquisition (CPA) while still large enough to motivate action.

Some types of rewards you should consider offering your advocates are:

- Checks, Bill credits, or Gift cards
- Charitable donations
- Payroll/paycheck deposit
- Swag

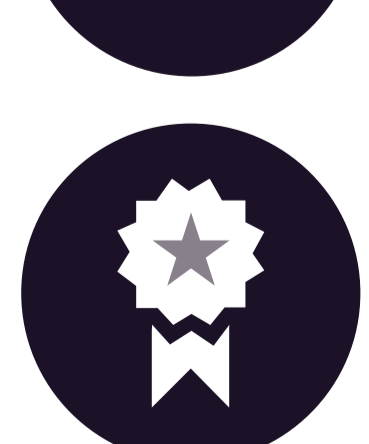


And remember to include reward strategies that motivate repeat referrals



Reward Choice

Reward choice lets an advocate choose their reward. This makes the reward more personalized than a predefined reward and improves the program's performance.



Double Sided Rewards

Double-sided rewards reward both the advocate and their referral. This gives advocates an extra incentive to refer as they will provide value to their contact.



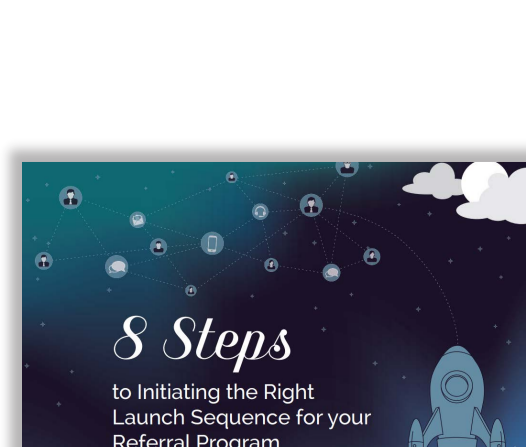
Multi-Stage Rewards

Multi-stage rewards spread out the time period that the reward is distributed. This is highly useful when a business has a long sales cycle or when the definition of a successful referral includes a retention period.



Tiered Rewards

Tiered rewards offer advocates rewards that increase as the amount of successful referrals increase.



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](#).

