



EXTOLE

HOW TO PROMOTE YOUR REFERRAL PROGRAM: A FEW HOT TIPS

Referral marketing is the next channel for customer acquisition. Whether you are a large enterprise or an innovative new brand, online referrals can help you increase mindshare and drive significant incremental revenue. Yet, your referral program will only be as effective as your ability to promote it. That means seizing every chance to put the opportunity to share in front of your customers.

Once you have designed your program to effectively engage your current customers and drive new customer acquisition through sharing, you need to promote it at the right time and place to make it scale.

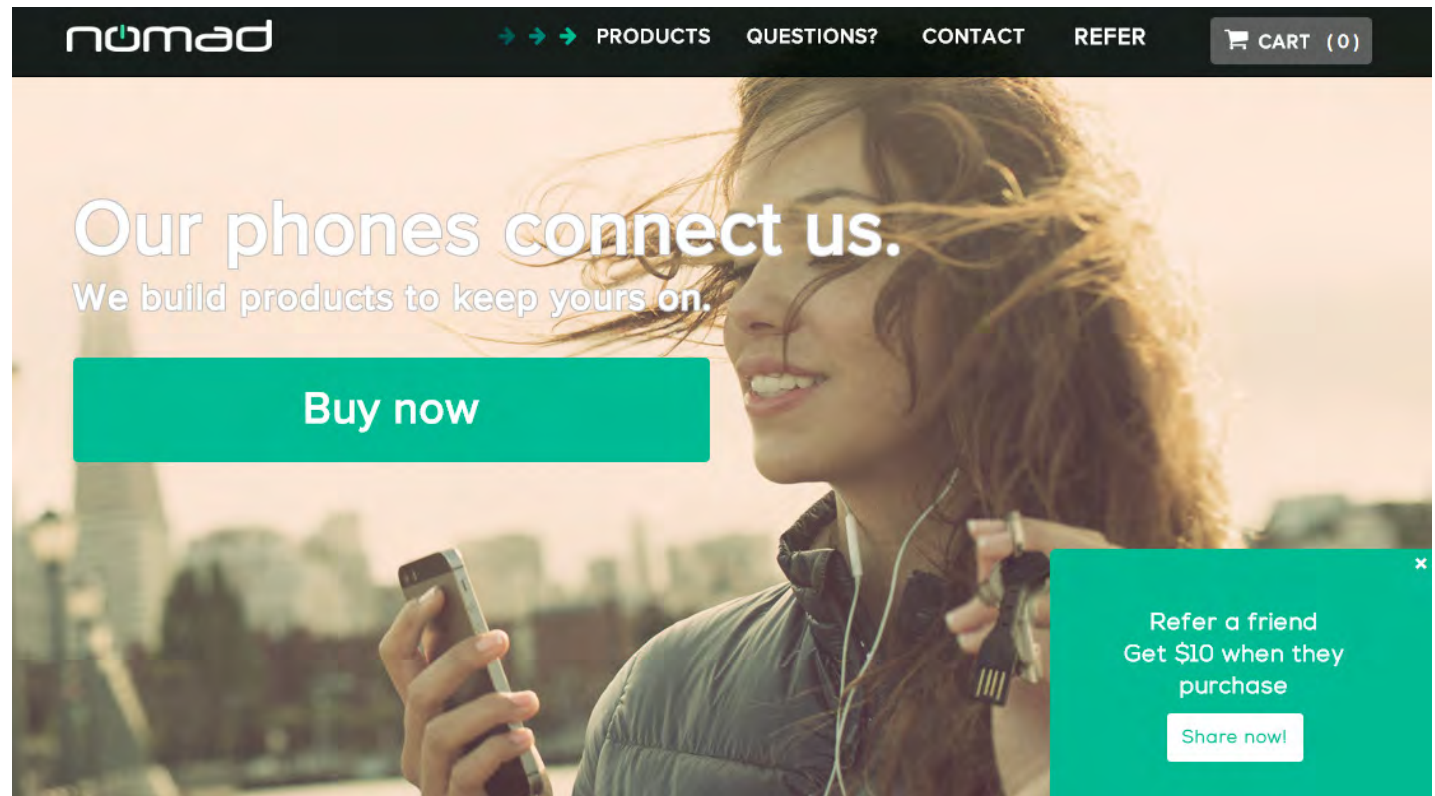
Promotion is the key to success in referral marketing. In this guide, you will read recommendations for exactly when and where to promote referrals. Along the way, we'll show you how companies in a variety of industries have effectively scaled their referral marketing channel through promotion.

TIMING IS EVERYTHING

In planning your referral program, it's important to think about key moments in your ongoing relationships with your prospects and customers. Whether it's the moment they land on your homepage, the moment they open your package, or the moment they hear from a friend, each interaction represents an opportunity to encourage sharing and acquire new business.

When they hit your homepage

Right when your customer or prospect arrives on your homepage is the perfect time to show her how she can earn a reward for a referral. One click and presto! Both your customer and her friend are on their way to something good. And you get a new customer — or several. It's a win-win-win!



The screenshot shows the Nomad website homepage. The navigation bar includes the 'nomad' logo, three arrows, and links for 'PRODUCTS', 'QUESTIONS?', 'CONTACT', and 'REFER'. A shopping cart icon shows 'CART (0)'. The main content area features a woman smiling while holding a smartphone. The headline reads 'Our phones connect us. We build products to keep yours on.' Below this is a prominent green 'Buy now' button. A referral program overlay in the bottom right corner offers a reward: 'Refer a friend Get \$10 when they purchase' with a 'Share now!' button.

When they receive a package

Opening a package from you is an exciting moment for your customer. Now's the time to capitalize on that thrill by giving her a chance to share her excitement.

When customers receive a package containing a VoIP phone adaptor from Vonage, they see a sticker on the box that says, "Refer friends & get rewards. SEE INSIDE." When they open the box they find a two-sided insert offering a free month of service for referring friends and a link to an active referral landing page.



SHARING HAS ITS REWARDS

Tell friends about Vonage and you'll get a **FREE** month of service when they sign up. The more friends who get Vonage, the more free months you'll get. Start referring friends today. See details online at vonage.com/refer

Friends, meet Vonage. Vonage, meet friends.

Tell friends about Vonage and you'll get a **FREE** month of service when they sign up. The more friends who get Vonage, the more free months for you. Start referring friends today. See details online at vonage.com/refer

Vonage

When they open the mail

What's in your mailbox today? All too often it's only bills and unwanted advertising. But what if you open an envelope from a company whose products and services you truly like – and find valuable incentives for referring friends? You share!

Rover, the online service for dog owners and sitters, sends a mailer offering \$20 off for friends you refer to the service. You also get a \$20 credit for each friend who books a stay through Rover.



Love Rover? Spread the word!

- Go to Rover.com/PetBoxR and refer your friends. Each friend will receive a \$20 off coupon.
- Bonus! For each friend who books a stay, you'll get a \$20 Rover credit
- More referrals, more money!

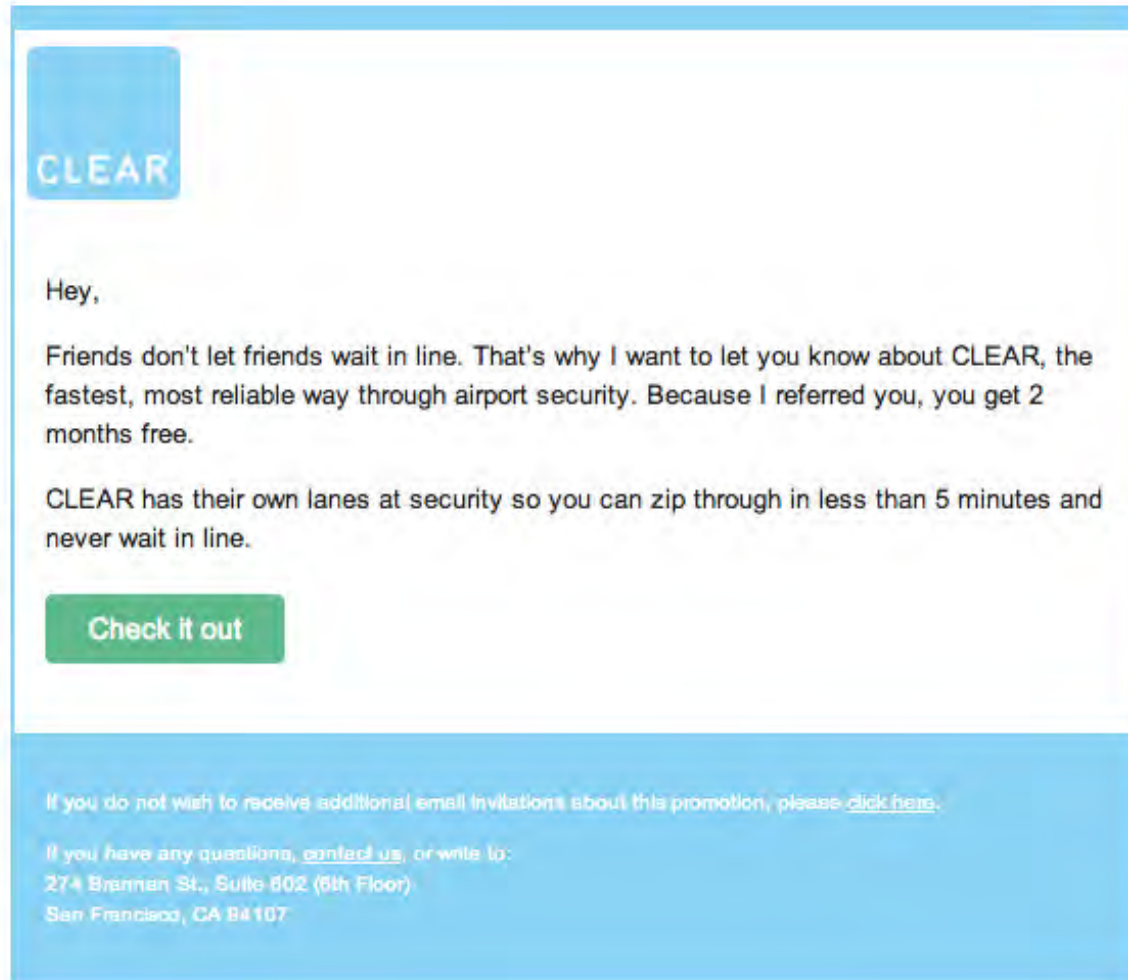
Remember, each Rover stay includes:

- Rover's Free Pet Insurance
- Loving, hand-vetted sitters
- 24/7 Customer Support
- Photo updates & Rover Reels
- Great customer service & Rover Concierge

When they hear from a friend

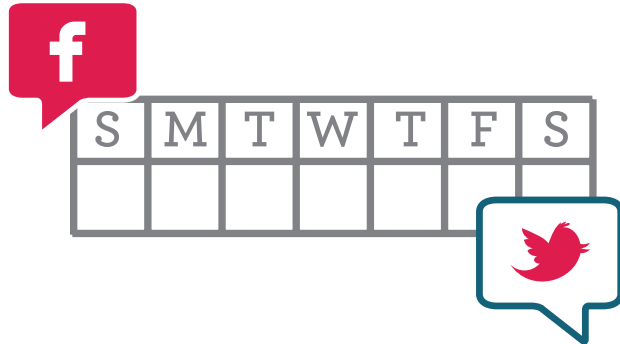
Anytime is a good time to hear from a friend. When the reason for the contact is shared taste, we are more likely to act on the impulse to express that common interest. This is how trends take off.

CLEAR, the expedited airport security service, lets its customers use email to inform their friends, family and colleagues about CLEAR. Both senders and recipients get rewards when the recipient converts.



No time like the right time

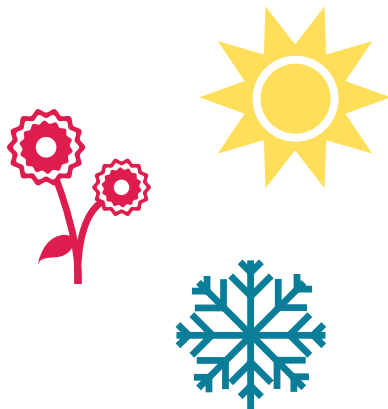
To hit peak performance, remind your customers to share your brand through Facebook, Twitter and email with timed blasts on a weekly, monthly and quarterly basis. Hot tip: Experience shows that certain times of the week and month are better than others.



- While Thursdays drive the most referral shares during the week, Mondays yield the highest conversion rates on shares and clicks.



- Shares, clicks and conversions are generally higher than average in the first third of the month. And well below average in the last third.



- Run a quarterly special to your top advocates, a Friends and Family promotion, or a time-limited special offer. A week of double rewards can drive two to five times your standard weekly conversions.

LOCATION, LOCATION, LOCATION

Strategic placement of referral promotions is paramount. You want to catch your customers where they live. As you think about where to promote, be sure to consider both offline and online locations.

Take advantage of print collateral

Magazines and reward cards are great places to stimulate referrals. AAA of Northern California, Nevada & Utah promotes its referral program in its member magazine, *Via*, as well as on cards that its agents hand out. Thanks in part to these promotional tools, agent participation in the referral program is over 95 percent. What's more important, referrals by AAA members have had a huge impact on customer value, driving a 15-point average Net Promoter Score (NPS) increase and a 20 percent uptick in average premium per policy compared to all other lead sources.

It's easy!



- 1 Tell your friends, family and colleagues to call me, send me an email or come by my AAA branch for a free, no-obligation quote on auto or home insurance.
- 2 Ask them to mention your name or email address or bring in one of these referral cards.
- 3 You'll get **\$20 in gift rewards** each time someone you refer purchases AAA Insurance. You can choose rewards from Amazon, Home Depot, Walmart, Starbucks or iTunes.

Here's my contact information:

Sammi Salesperson
AAA Folsom
2405 Iron Point Rd, Ste 130
Folsom
(555) 555-5555
sammi.salesperson@goAAA.
License No. XX-xxxx



You can also refer people online at
<http://refer.go.aaa.com/ss>

*Referrals must purchase a qualifying insurance policy. Qualifying policies include: Auto, Homeowners, Life, Health, and Travel. Offer good for the first \$20 in gift rewards per household. Offer good for the first \$20 in gift rewards per household. Offer good for the first \$20 in gift rewards per household. This program may be changed or cancelled by AAA. Products offered in California by AAA Northern California, Nevada & Utah. AAA Insurance is available through Lighthouse Risk & Insurance. All rights reserved.

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referral rewards

Get \$20 in Gift Rewards*

Refer your friends, family and colleagues to AAA Insurance.

Here's how >>

INSURANCE • TRAVEL • MEMBERSHIP

More print collateral

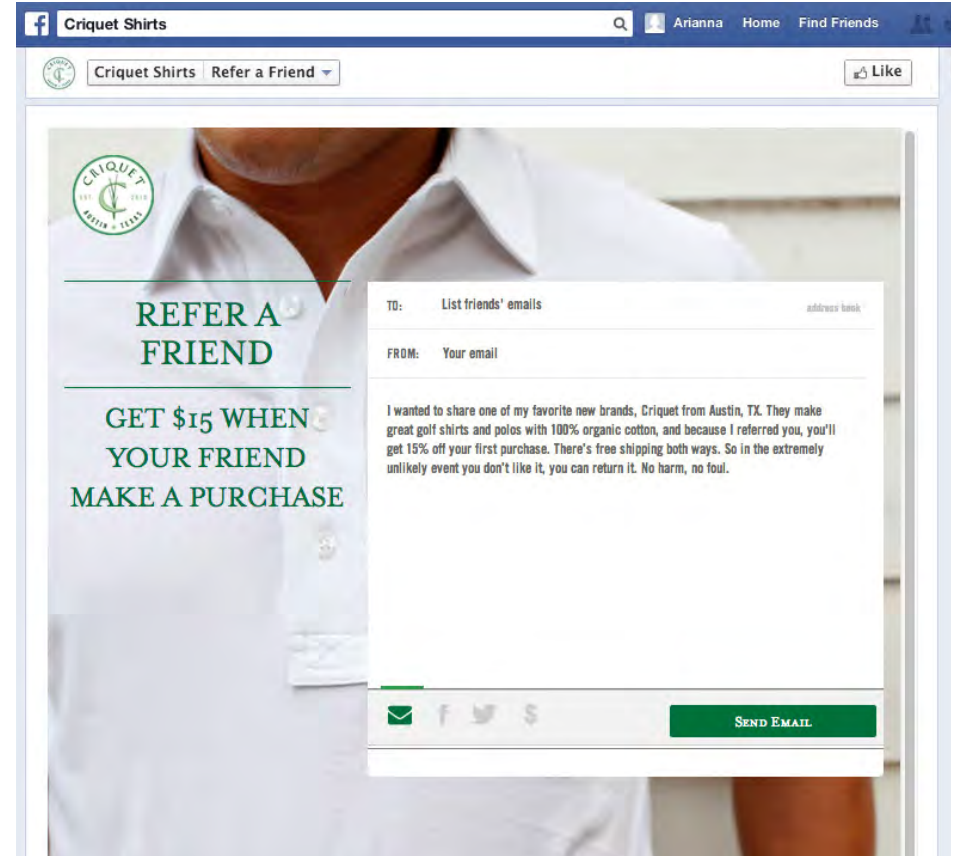
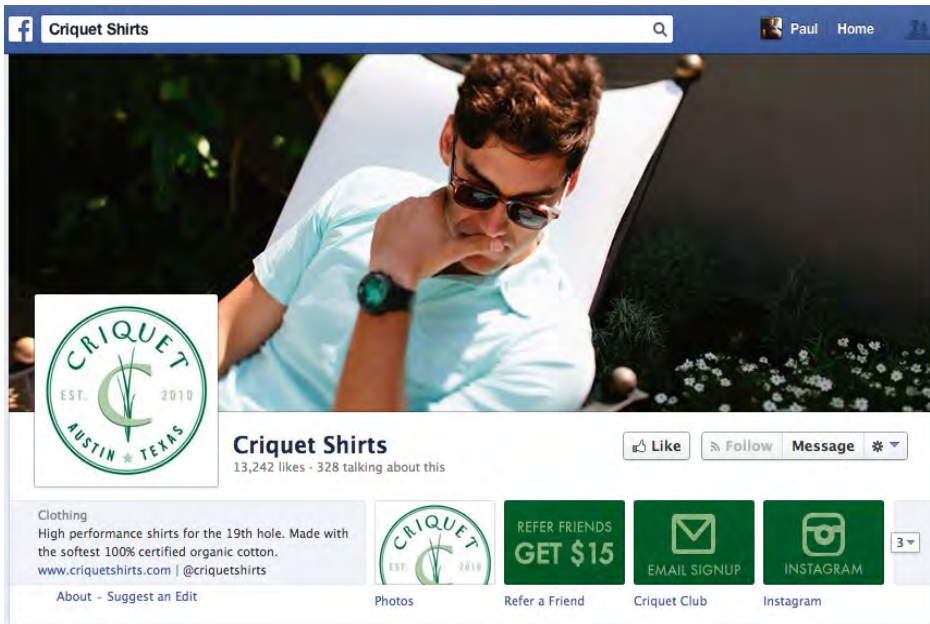
American Giant is an upstart clothing manufacturer that offers “the world’s greatest sweatshirt,” made in the U.S.A. To challenge big clothing labels while maintaining quality, the company doesn’t do traditional retail and marketing. Instead, they rely heavily on referrals by their fanatically loyal customers. In addition to promoting online, American Giant includes a postcard with each shipment that describes the refer-a-friend program and shows how to get started.



Add a Facebook tab

Facebook is the perfect place to promote referrals, an attractive online property where social networking is the name of the game. Through Facebook you can not only amplify the impact of your paid ads by linking them to a referral offer on your Facebook page, but also drive organic posts by rewarding customers and their friends for using Facebook as a referral channel.

Criquet, Texas-based maker of organic golf shirts, promotes its referral program with a prominent "Get \$15" button on its Facebook page. The \$15 reward goes to the Criquet customer, while their friend who tries Criquet gets 15% off their first purchase.



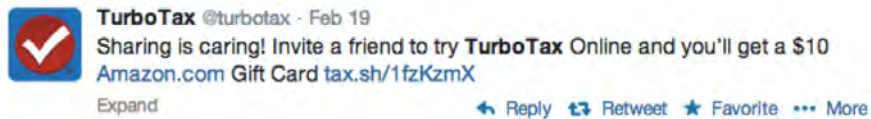
Share on Twitter

If your customers are active in the Twittersphere, it's a natural environment for sharing enthusiasm for your brand. Place a tweet button on your referral landing pages and emails to take advantage of this popular channel like these companies do.

Criquet



Intuit, makers of TurboTax tax preparation software



Ooma, a VoIP phone company



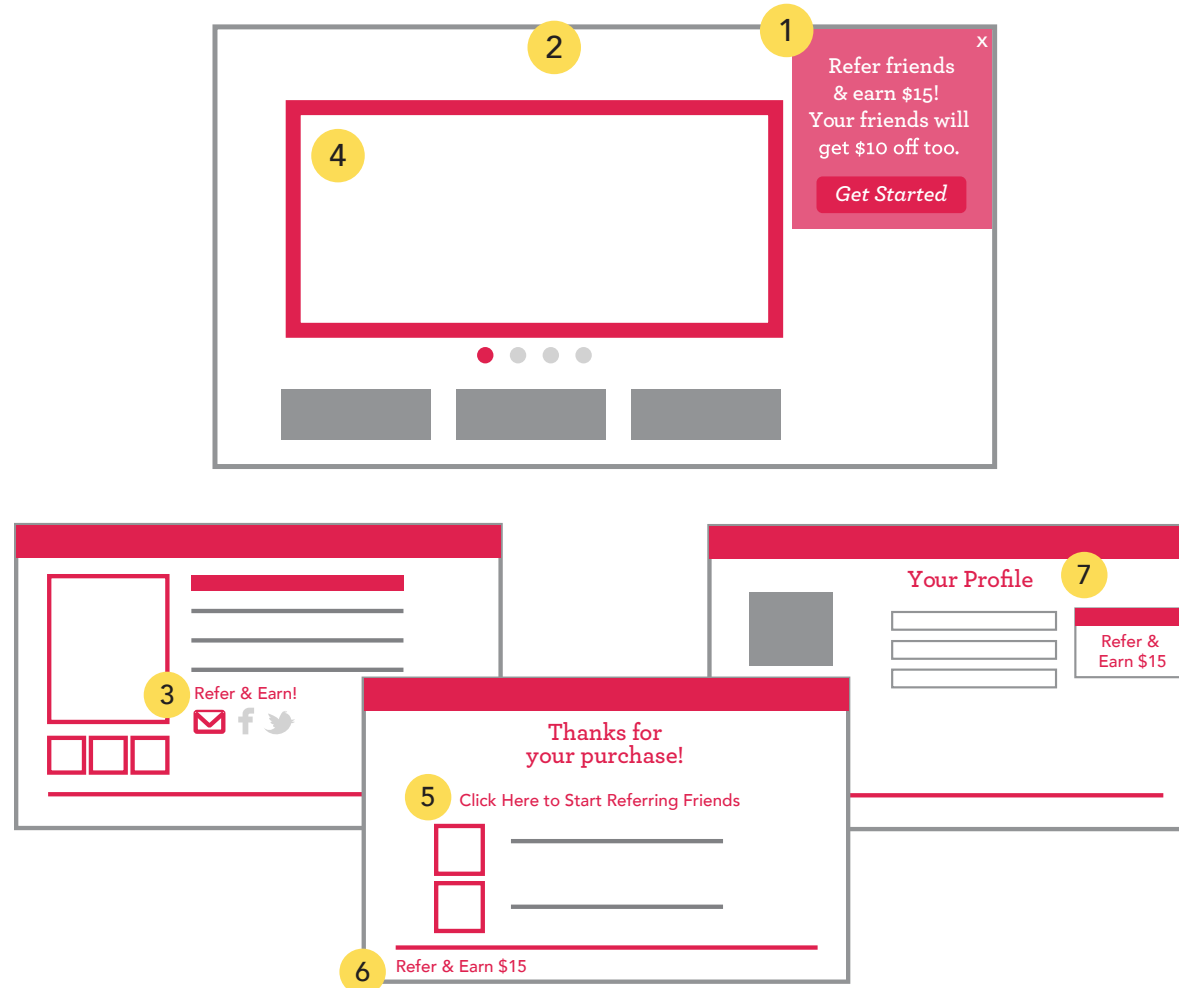
Refer Ooma Office! You get \$25, your friend saves \$50! Share now!
bit.ly/1iuaYtL #smb
pic.twitter.com/PIUdR7zExp



Use your whole website...

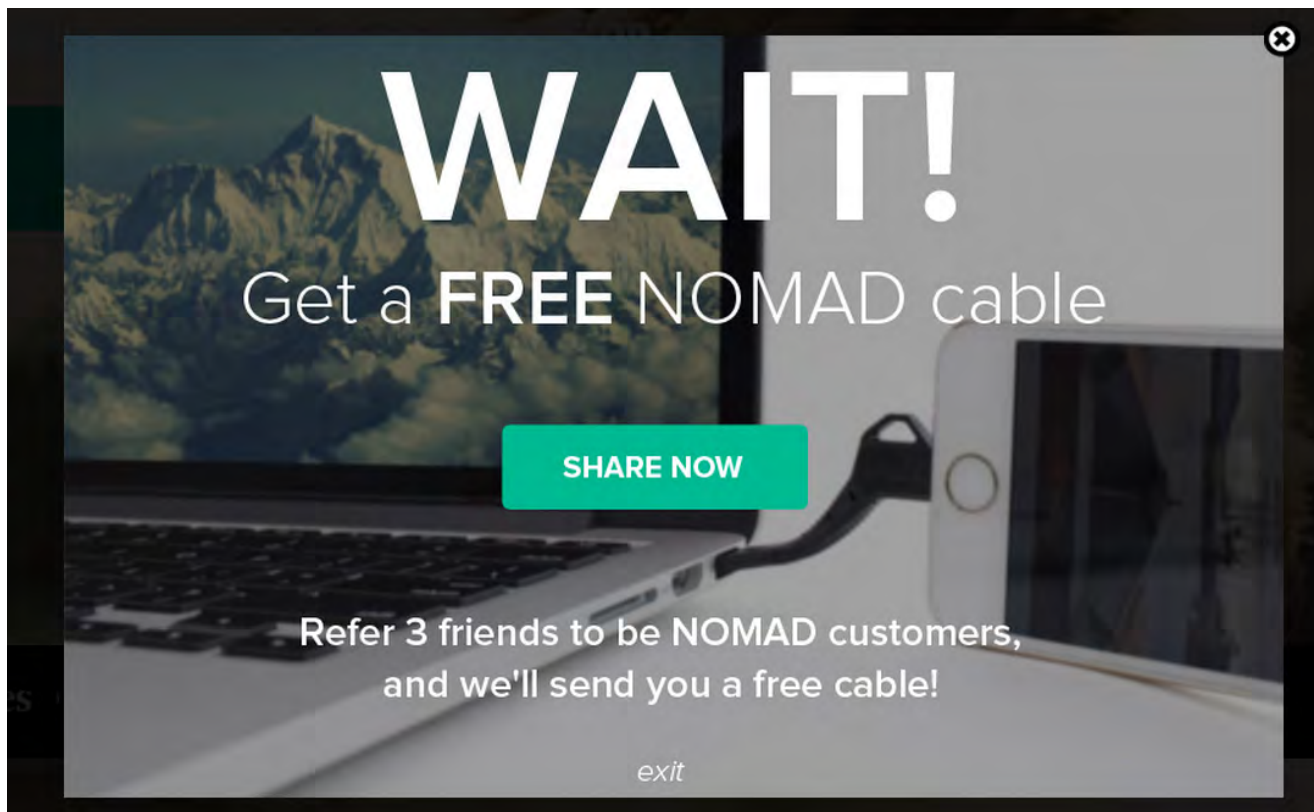
A strong promotion plan starts with a strong site presence. As a retailer, your site holds a big share of your online customer touchpoints. Companies with the highest referral-to-acquisition rates leverage site traffic with visible, convenient calls to action (CTAs). Here are the most common placements, in order of performance:

1. Call To Action overlay.
The CTA overlay is a pop-up that appears over the pages of your website.
2. Global header
3. Product pages
4. Homepage hero
5. Confirmation page
6. Footer
7. My Account



... start to finish

Here's a cool on-site promotion by NOMAD, the maker of innovative, portable charger cables for smartphones. Visitors to the NOMAD website are offered a discount for entering their email address. The offer appears when the visitor closes out of the NOMAD web page. This "bounce-back" offer extends the visitor's site engagement while helping build lead generation programs.



Get behind the camera

Video can be a great way to promote referrals. Xoom, the online international money transfer service, has produced a one-minute animated video that walks viewers through the simple process of recommending the service. "For every friend you refer, you each get a \$15 reward."



Use your marketing emails

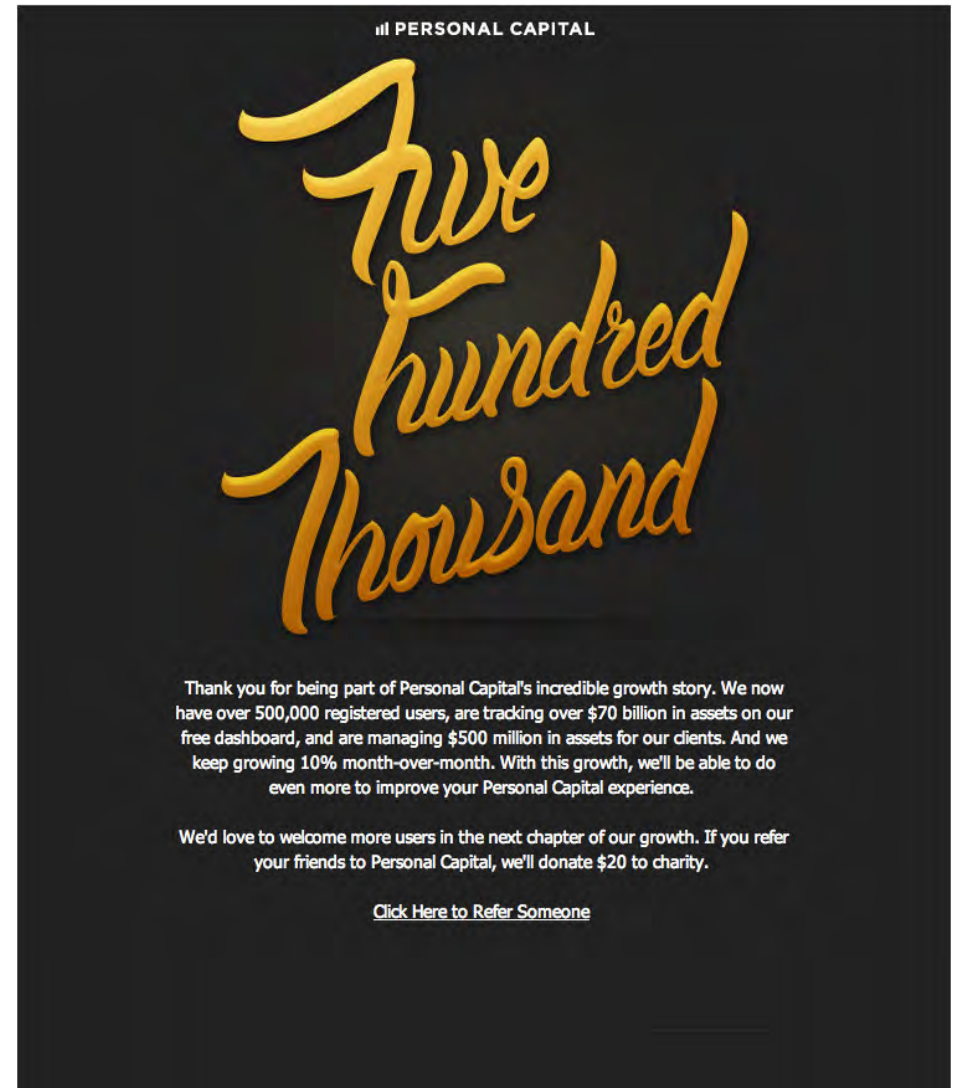
Email campaigns make an excellent context for promoting your referral program. Drive awareness of the program in the footer of your regular promotional emails. Include a Call to Action when you thank your customers for making a purchase. Start new customers off right by including an introduction to your referral program in your Welcome email series.

Hari Mari takes aim at bland summer footwear with its boldly designed, expertly constructed flip flops. It promotes its referral program in multiple locations, including a prominent spot in its marketing email newsletter.

The screenshot displays a marketing email newsletter for Hari Mari. At the top, the brand name "hari mari" is in a blue, lowercase font, followed by navigation links: "GUYS", "GIRLS", "GEAR", and "REFER FRIENDS!". Below this is a section titled "FLIP Flop YOUR LID!" featuring a blue and white baseball cap with the "hari mari" logo. The text "PUT A New LID ON IT!" is positioned below the cap. The next section, "SHARE & GET A FREE PAIR", shows a row of various colored caps (red, black, blue, grey, orange, black, blue) on a wooden ledge. The final section is a promotional offer: "REFER FRIENDS » GET FREE FLOPS" with a background image of people at a beach. To the right of this image, the offer details are listed: "GIVE YOUR FRIENDS \$20.00 OFF WHEN 3 PURCHASE, YOU GET FREE FLOPS!" and a "START REFERRING NOW!" button. At the bottom, there is a "RECENT NEWS" section.

Create dedicated promotional emails

Personal Capital offers investment management and personal finance services, bringing wealth management into the Internet age and giving individuals with complex financial lives a better way to manage their money. Recently the company sent its clients an email thanking them for helping it achieve significant milestones and offering a charitable donation for referring friends as customers.



Try other email types, too

Parallels, Inc. makes virtualization software that allows people to run multiple operating systems on a single computer or device. It promotes its referral program inside the order confirmation emails it sends to customers after they purchase.

Thank you for your order.

Below you will find your cleverbridge reference number. To ensure the most prompt and efficient service, please always refer to your reference number when contacting us.

Your cleverbridge reference number:

Payment information

Your credit card [REDACTED] has been successfully authorized. Please note that the charge on your credit card will appear as "CBI*PARALLELS."

Your products

| Qty. | Product name | Delivery |
|------|---|------------|
| 1 | Parallels Desktop 9 for Mac Run Windows on your Mac! | electronic |

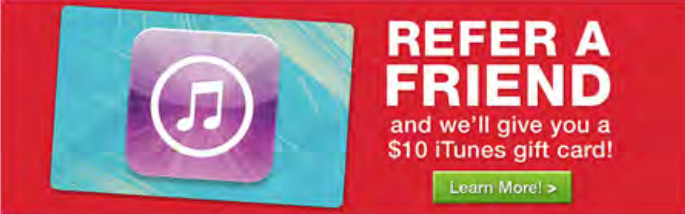
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File size: 360 MB.

Your download link is valid until 6/23/2014.

Your product key:

Before installing Parallels Desktop for Mac, please read <http://kb.parallels.com/116850> for everything you need to know to get started! Learn how to install your Windows (or other) Operating System in a few quick and easy steps.



REFER A FRIEND
and we'll give you a \$10 iTunes gift card!

[Learn More! >](#)

CONCLUSION

Promote your referral program early and often, both on-site and offline, and you will trigger actions that draw new customers to your brand. Your promotional activities will not only boost customer acquisition in the short term, they will have an exponential impact on cumulative business growth. Why? Because referral targets who become customers tend to refer their friends.

In short, promotion should be more than an afterthought. It's actually the ignition switch that starts your finely tuned customer acquisition engine.

CONTACT US TODAY!

About Extole

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.

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