

TOP 10 WAYS TO GET MORE REFERRAL SALES

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Wondering How to Increase Referrals for New Customer?

DRIVE ENGAGEMENT FOR MORE UP SELLS AND CROSS SELLS

Good things can lead to great results.

Technology is ever evolving and that definitely includes for how brands are marketed and what programs they can use to help drive business.

Referral Engagement Software helps brands reach out to new prospects, find new customers and, if done correctly, delivers great ROI. Many brands use referral solutions now with some companies doing so better than most of their competitors, and have, therefore, seen better results.

What are some tips and examples that will not only inspire you but help you with creating an ROI-positive and successful referral program designed around your brand?

Let's look at 10 ideas/best practices and examples.

Referrals Convert Quicker
Due to Increase Trust
Created from the Referrer

INCREASE REFERRALS & BOOST SALES BY 25% THIS QUARTER!

 Toll-Free:
800-547-1618

STEP 1: MAKE SURE YOUR REFERRAL PROGRAM IS EASY TO FIND

Avoid making your customers dig through your website or multiple emails just for a referral link to click on to join or check their reward statuses. People can only sign up for your referral program if they are not aware of how to do so which means you need to ensure your referral program is visible. Don't forget that the aim of the program is to spread the word about your brand. If the sign up process is tricky or annoying, you are not going to get the desired results.

STEP 2: ALWAYS BE CRYSTAL CLEAR

These days people are extremely wary about sharing their personal details – especially when it's doing so online. Therefore, make your customer referral program straight forward and clear from start to finish. Tell users how their information will be used, how they can monitor everything and what they will be awarded in return for participating. The more they are educated about your program and your company, the more comfortable they become. The more trust and comfort they have the more they will use the program. And, finally, the more they use the program, the more data you have from these referrers and the more you can improve your program.

STEP 3: IDENTIFY YOUR CUSTOMER'S REQUIREMENTS

Speaking of data, the more you engage users with the program and the more they refer people to you the more you can see what activities and rewards motivate them. But don't be afraid to ask them either. You can do so via surveys, sweepstakes, competitions and strong customer support service. Ask them what they think and reward them for taking the time to tell you. The feedback, good and bad can be completely invaluable in helping you find places to improve and in general will keep things moving along nicely. And, not only reward them for taking the time to tell you what they think but openly thank them/credit them for their suggestions via kudos or social shout outs.

Our Success Stories



DVD.com Boosts Social influence and Online Presence member community



Zenabi drives eCommerce Sales and Referrals through online community



Indique creates a powerful omni-channel community to drive reviews, social buzz and sales

STEP 4: INVEST THE TIME AND RESOURCES

A booming customer referral program can turn into one of the pillars of your business, but it becomes useless when its not backed by suitable resources. Strategically planning the program, measuring it on a regular basis and managing it well are the only ways to keep it alive and thriving. It won't succeed if your referral program is always just an afterthought. Thriving programs need to be well organized and committed to for the long term, this is the reason that nearly every brand we work with prefer automated and efficient strategies for the ease and overall satisfaction (internal and external).

STEP 5: PROVIDE AMAZING CUSTOMER SERVICE = FANATIC FANS!

As has been mentioned a couple of times now, you should constantly reevaluate the program and the rewards. One way is to periodically survey users to ensure you are meeting their wants and needs but then combine those answers with the data from your system. Analyze things such as your reward program redemption rates to see who is redeeming and when they're redeeming, look for what activities are engaging them, and pay attention to when they are engaging. Using all of these metrics, you can tweak triggers, modify activities and implement the user suggested rewards. This makes customers feel empowered which builds stronger engagement, stronger company loyalty and boosts referrals.

STEP 6: ASK FOR REFERRALS AND MAKE IT EASY

Many people love the prospect of starting a conversation that showcases how they got a "win". But, while customers love to brag on their experiences they may not do so without a nudge/incentive. So, give them one. Ask them to tell others about your product, your service, etc. Also, don't forget that your best referral generators typically are not your customers, but instead are your employees! Having a system that monitors, engages and rewards both externally and internally almost guarantees success for referral sales, customer/employee retention, and brand awareness!

STEP 7: GO BEYOND THE COMPETITION = NO ONE LOOKING AT THE COMPETITION!

Beating the competition doesn't mean on price. But instead, offer the best features, services, resources, and whatever else your customers will place some value on (remember that survey suggestion earlier?). Plus make sure that you're using analytics to not just provide equal value to all of your customers, which is important, but make sure you're providing fantastic value to your strongest customers. It quickly pays off on the loyalty and referral fronts!



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



STEP 8: TAKE THAT FIRST STEP

There's a saying, "Puppy love is still love to the puppy." The point of that saying is that our viewpoint is our reality. If your customers have an issue make sure you don't have them call an 800 number and wait on hold forever or have to fill out a form and wait days or weeks for a reply. Instead, push for quick effective customer service that's easy for the customer to have their problem solved. Also, actively monitoring social media for complaints or needs allows you to get back to clients faster than your competition and will keep people buying from you and saying great things about you and referring you.

Other types of convenience to consider that lead to referrals are normal customer actions that can be automated such as; auto-billing, automatic orders, refills, reminders, rewards for promoting your company. All these things make it easier for customers to enjoy what they're paying for and they absolutely will tell their friends, family and co-workers.

STEP 9: SOLVE A PROBLEM = BECOME IRREPLACEABLE!

Go beyond your actual product and give them something that makes their life easier on a regular basis. This is the main goal for these tips articles. We hope to provide you with information that makes it easier to garner more referrals and generate more brand loyalty because if you can, you'll have customers who rely on you for more than just your product or service. You'll be almost irreplaceable and we hope you'll let us help you get there with our 10 years of experience!

STEP 10: BE THE BEST, KEEP BEING THE BEST! = INITIATE THE FORMULA FOR ULTIMATE SUCCESS!

You have the best product, you keep pushing to improve it, you have nurtured and cultivated loyal customers and brand advocates, now what? Simple, combine your current success with any of the above strategies. You'll be close to unstoppable by doing so.

Building your business on loyal referring customers and employees means you will have to do more than the average person expects because referrals aren't free and like anything good, they're worth working for. Therefore, make an effort to put your customers and employees in the spotlight, offer extreme service, fantastic work environments and essentially, make sure you're doing something that makes your company hard to replace and impossible to forget.



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CONCLUSION

Creating a customer and employee engagement program is a great way to drive more referrals, build loyalty, build sales and grow your brand for the long run. Finally, consider focusing on retention first and you will find this leads to referral sales growth. Yes, it's counter intuitive but it's a proven strategy. And, it's easier and more cost effective to cultivate the relationship with your current customers than just pushing to find new ones. Your loyal customers will then refer you time and time again which will grow your brand organically as they become ambassadors for you.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what I've discussed to increase their sales? Connect with us today!

Get A Free Personalized Referral Engagement Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

Trusted by Leading Brands - Loved by Small Businesses



"NextBee has helped by implementing and maintaining a robust loyalty program which provides incentives for our customers to initially begin purchasing with us, to continue to purchase with us and to share any of our products with people they know and to also be good ambassadors of Eniva products."

Mary Veloske
Vice President
ENIVAHealth™

