UNRAVEL THE SECRETS OF

OMNI-CHANNEL REFERRALS

How to Generate Consistent Customer Engagement Across All Channels

NEED TO CREATE MULTI-LEVEL REFERRALS?

NextBee's Omni-Channel Referral System Can Create Referrals from Referrals!

OMNI-CHANNEL REFERRALS

Tapping into the Multiple Levels of Referrals

According to the American market intelligence company, Retail Systems Research, over 80% of respondents rank "consistent customer experience across all channels" first in importance to them as consumers. That statistic makes it clear that omni-channel shopping experiences are now the norm for the shopping process. However, it hasn't always been tied to all the various aspects of brand engagement, mainly referral programs.

Referral programs or refer-a-friend programs are strong revenue generators and have been around for a while but with so much vying for attention online, they can get lost and forgotten about. Plus, people often have no real idea of how to implement them successfully.

For the past 10 years NextBee has been helping companies develop successful referral programs, including omni-channel programs that tap into the four ways consumers make referrals; Offline to Online, Online to Offline, Online to Online, and Offline to Offline. Let's take a closer look at omni-channel referrals and how you can tap into them.
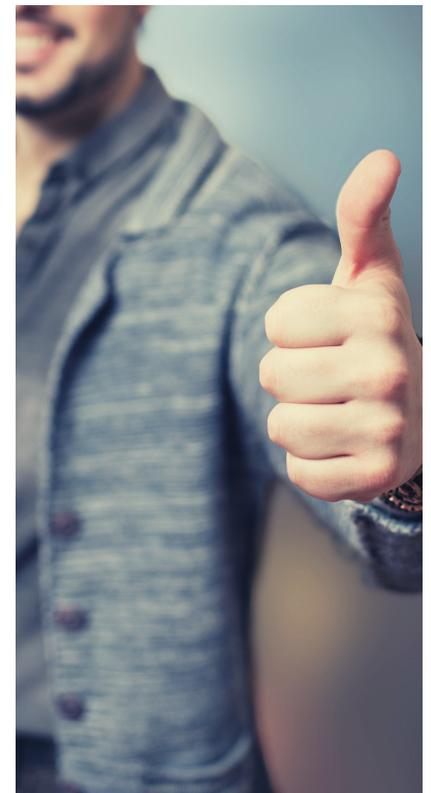
Our Success Stories

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

OMNI-CHANNEL REFERRALS: OFFLINE TO ONLINE

In the offline to online scenario, a customer who is in-store is given the ability to refer someone who then in turn buys online. The process is handled through unique referral codes which can be generated for every customer. said code can then usually be presented by two methods:

e-Receipts

e-Receipts are a great way to solicit referrals following a purchase. Simply include a referral solicitation with their emailed receipt. The power of an e-receipt referral request is that regardless of whether or not the customer belongs to your program or not, they gave you their email address and permission to contact them time of purchase. All that's needed is a system that, once the shopper clicks on a link, presents them with an way to share using the referral such as email, social media, copy-and-paste links, copy-and-paste codes, etc.

Receipt Referral Codes

Integrating your referral program with your POS system, means that you can offer unique referral codes printed right on the receipts that customers can share with their friends. Coaching store employees to point out & encourage the use of these referral codes will boost adoption & ROI. One thing to note, for proper tracking, the referral codes need to be captured for your program either by direct entry or uploaded from a database to the referral software system.

OMNI-CHANNEL REFERRALS: ONLINE TO OFFLINE

In the online to offline scenario, a customer sends a digital referral in the form of a code through social media, a personalized email, perhaps a text message, or some other online channel to their friends, family or colleagues. The referred person can then use that information to make an in-store purchase. This is usually accomplished by a couple of methods:

Custom Codes: QR and In-Store Redemption

In the online to offline referrals arena, redemption of custom codes are a quick and easy method for driving referrals. A custom QR code that can be scanned at a register or a unique referral code that can be entered into a POS system are quick ways to input the data and usually work regardless of the method that was used to create the referral, i.e., social, email or text.

In-Store Email Lookup

Emails are usually one of the unique identity markers in most POS/CRM systems which means that they work great for any referral programs. Email addresses are also usually more memorable and easier to repeat than custom codes are which is part of the reason this method is so popular. .

OMNI-CHANNEL REFERRALS: ONLINE TO ONLINE

The online to online scenario is probably the best known, of referral strategies in today's technology driven world. It's very similar to offline to offline in its strategy but a much faster and higher converting method. Essentially, a customer sends an online referral to another potential customer, who then buys from an online outlet. Here are the ways this is usually accomplished:

Custom Codes

As mentioned above, the redemption of custom codes is a quick and easy method for driving referrals. By having a system that generates custom and unique codes for your users you can boost customer referrals. Users are able to use built-in sharing tools and quickly and seamlessly advocate your business through social media, email and even blogs!

Custom Links

Custom links are very similar to custom codes in that they offer users another quick and easy method for generating referrals through social media, email, blogs and the like but they are also great ways to tap into online influencers who can then spread their link(s) throughout their sphere of influence on channels such as YouTube, Facebook, Twitter and the like because the receiver of the link can then just click the link vs. having to copy and paste a code.

OMNI-CHANNEL REFERRALS: OFFLINE TO OFFLINE

In the offline to offline scenario, the most common methods are receipt codes and in-store referral solicitation, such as signs or kiosks which promote online signup for the referral program. Combining these methods with digital (online methods) is really best so make sure to offer e-receipt solicitations for in-store shoppers which then drives traffic to your referral program's landing page as well. This is a great way to get your employees to refer people and track and reward their efforts.

Codes and Links - Use them all.

With offline only shoppers, you have a very limited opportunity of engagement so offer as many choices as possible for them to generate referrals from their friends and family members. By using receipt codes, signs/kiosks with QR codes for quick mobile scanning, eReceipts, and employees who proactively ask and engage customers then you have a great chance of capturing even more referral traffic offline and driving it online which converts more readily.

Get A Free Personalized Omni-Channel Strategy Session
Email: Sales@NextBeemedia.com
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