

Play Blueprint: Refer a Friend

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 Why Run It: To generate new leads by utilizing positive sentiment from your happy customers.

 Who It's For: Every business, big or small, can benefit from getting more referrals from their customers!

 Implementation time: 15-20min

Play Snapshot

Any referral campaign starts with happy customers. When you identify clients who have had a positive customer experience (for example: those who have given your company a glowing testimonial or survey) it's a great idea to harness that enthusiasm to generate new leads.

In some cases, it might be smart to offer an incentive, such as a discount code or other small gift, while in some industries, such as financial and legal services, that may not be seen as ethical. In either instance, the overall structure will be very similar. In this play you'll create an automated process to send an email to happy customers requesting a referral and offering an incentive for doing so, if possible.

Pro Tip: Don't treat referrals lightly! You and your team need to view any referral as a "hot" lead, and thus, the systems you use for follow up need to reflect the value of any referral and include personalized outreach.

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