

How to promote your new referral program

Referral programs are a wonderful way to organically spread the word about products and services, but you have to let happy customers know that they can benefit from your program.

Whether you show off the program on your website's homepage, send out an email to tell your customers, or find an influencer to spread the word, you must promote your referral program in order to see success.

Too many companies hide the refer feature in a sub-menu when referrals are one of the most important growth drivers

If delighted customers don't know about your referral program, then how can they take advantage of it?

Here are some ways to effectively promote a new or existing referral program:

Use targeted email marketing

Email is one of the best ways to get in touch with your customers. When you introduce a new referral program or want to get fresh eyes on an existing one, send a well-designed email to your customer base that focuses on the deal. If you want to be especially successful with this method, target those who've actually bought your products and services, as opposed to those who are simply email subscribers.

Build social sharing into the referral program

It's a lot of work to promote a referral program, so ideally you want to create a program that encourages customers to promote the program for you. **You want to build social sharing into the referral program, which we do for you.**

Strategically place it on your homepage

Many brands have referral programs in place, but they're so hidden within the website that customers don't know about it. To effectively promote a referral program, you



should strategically place it on your homepage. That way, when a customer visits your website, they'll see the program front and center.

Encourage your sales staff to pitch it to their customers

After someone makes a purchase, they're usually super excited about what they've bought. This gives your sales staff a perfect opportunity to pitch your referral program. This is a very effective way for them to generate even more customers that ask for them when they come to shop.

Make call outs for the referral program on product or sign up pages

When someone is checking out a product, they're more interested in that product than anything else on your site. Most likely, they care more about the product itself than your brand. Because of this, you should make call outs for your referral program on product and sign up pages.

Create a special and unique referral program page

If you have a robust referral program, it's worth creating a special and unique referral program page. This page not only serves to promote the program but can also help explain the terms and additions to your current customers, as well as those they refer. Use this opportunity to explain the benefit of joining the program too.

Add a reminder into user accounts

Your current customers may spend a lot of time in their user account on your site, making it a perfect place to promote your referral program. Every time they log in, they'll see they have the option to recommend your products and services.

Promote the program in email signatures



Most brands have email signatures attached to each email a team member sends, so why not include a link to your referral program in your email signature? This tactic works especially well for those that interact with customers over email, such as support staff. It's not too in your face, but customers will know exactly how to find the program when they are ready to sign up.

Remind in your social media bios

If you're trying to promote a referral program, you want to get it in as many places as possible. You can easily add information about referral programs into your social media bios.

Create Call-to-Actions on your blog posts

If you have an active blog and content marketing strategy, then it's a good idea to add calls-to-actions (CTAs) for your referral program into your blog posts.

Find an influencer or happy customer to spread the word

The best people to promote your referral program are those who already love what you do. They're not just happy customers— they're ambassadors.

Run a paid social media campaign to target loyal customers

Paid social media, such as Facebook Ads or Promoted Tweets, are a great way to promote content, products, and even referral programs. The best part of these networks is that they're highly targeted, so you can promote the program exclusively to existing customers by uploading a list of email addresses.

Add it to your thank you emails after purchase

After someone makes a purchase, they're usually super excited about what they've bought. This makes thank you or confirmation emails the perfect place to pitch your referral program. After someone buys a product or service, encourage them to let their friends know.



Continue referral program promotion well after launch

When you launch a new referral program, you'll dedicate a ton of time and energy into making sure your customers know about it. You might come up with an email marketing campaign to promote the program immediately, for example.

However, if you want your referral program to be successful, you need to promote it well after the program launches. Whether this means sending out periodic emails, finding new places to promote the program on your web page, or coming up with an automated system, you need to promote your referral program long after you launch.

Automate promotion of the referral program

Automation is one of the best ways to guarantee that your referral program gets in front of customers who are most likely to share with their friends. Rather than manually emailing everyone in your system, set up an automated program.

For example, after someone buys or signs up for your service, they might get an automated email thirty days later that encourages them to share with their friends.

Promote the referral program in other marketing campaigns

If you launch a marketing campaign, such as a funny video, use the opportunity to remind existing customers that you have a referral program. Simply adding the words "Refer a Friend for a \$100 visa card" can make a huge difference in encouraging customers to promote your products and services.

Promote your referral program!

Referral programs can bring huge wins for businesses large and small, but you must make sure your customers know they can benefit by telling their friends about your brand