REFERRAL MARKETING

SKYROCKET SALES AND REACH NEW CUSTOMERS EVERY SINGLE DAY WITH REFERRAL MARKETING!



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Introduction

If you're looking to maximize exposure and profits while consistently working towards acquiring new customers, there is no better way than with referral marketing.

Referral marketing is all about encouraging people in your niche to purchase *and* share your products and services. This can include customers, influencers and leaders in your market.

Ultimately, there is no easier way to better position your brand and leverage your existing customer base than to design a referral system that actively encourages sharing.

There are many ways to create a referral system for your business. You could choose to compensate referrals based on a specific cash value, credit towards purchases made *in* your shop, or other incentive-based offers that motivate people to share your products and services amongst their own inner circles.



The problem is, many people don't spend enough time analyzing what is currently working in their market so they can design a referral program around what is likely to move the needle.

Worse, many businesses overlook referral marketing altogether and do little more than set up a basic affiliate program and hope it will help them expand their outreach.

Build it and they will come simply doesn't work when it comes to creating a successful referral program. The key is to analyze your market so that your platform will attract the right customers.

While a basic affiliate program is a great asset to your business and can help elevate your platform and broaden your outreach, it's only the beginning. There are many other ways to utilize the power of referral marketing and that's what this special report is all about.



I'll show you how to connect with your most loyal customers so *that* you can motivate them to spread the word about your business, while setting yourself up for long-term success.

Are you ready to maximize your profits and level-up your game with referral marketing?

Let's begin!



Become Share-Worthy

When it comes to taking advantage of the power of referral marketing, it all begins with ensuring your business is share-worthy.

The goal is to persuade existing customers, leaders and influencers to promote your products and recommend them to others. So, the better you structure your business to appeal to your target audience, and the more excited you get people, the easier it will be to launch your referral program.

Think about it: if your products and services don't include a clear brand message that tells a potential customer exactly how they *will* benefit from purchasing from you, chances are your affiliates will have to do way too much work to get the sale.

Remember, it's not their job to persuade a prospect into making a purchase – **it's yours.**



The key is to get your customers excited about your message so that they are motivated *enough* to spread the word. You can do this several ways, including monetized campaigns (affiliate programs, rewards or other incentives) , and of course, by creating a product that stands out in the market, is in-demand, and solves a specific problem.

Regardless of your strategy, you need to make sure that you focus on highlighting the benefits of your product or service. You'll want to spend time working on a killer sales page while fine-tuning your shop or business landing page so that it offers a positive user experience.

Simplicity is key! You want potential customers to land on your page and get excited about what you have to offer. At the same time, your referral program should follow this same format.



And above all else, making sure that your customers are happy and *making sure that* they *know that* you are a quality provider is essential *when* generating new business and persuading others that you're worth recommending to their friends, family or colleagues.

Focus on over-delivering and exceeding expectations!

According to recent surveys and statistics, *40%* of people do a thorough internet search before buying a product. They want to see what actual customers have to say about a company before handing over their money.

In addition to reading ratings and reviews, *59%* of buyers rely on brand recommendations from people they know. Just think about the last time you made a big purchase. You probably asked around to see what people recommended, right?

At the very least, you likely spent some time reading through reviews and feedback left by people who had already purchased



the product you're considering. So, it's important to make sure that if someone searches for your product or service, all they see are *positive* testimonials and positive feedback. You do this by over-delivering and providing the best user experience possible.

With every customer transaction, you want to encourage them to share your product with others, either directly or indirectly through their social media platforms and outreach.

Here are a few ways to get started:

- Customers always appreciate a discount, or you can even give them a gift just for providing their feedback.

- For those who are more interested in boosting their internet *popularity*, offer to do a shout-out to their social media page in return for a testimonial or share.



- A testimonial-style video created by satisfied customers can become instrumental *when* convincing new customers to take a chance *and purchase your* products or services.

- Take time to share positive feedback you receive on both your business website and social media accounts. Give potential customers as much opportunity as possible to see how customers are responding to your services.

Word of mouth might be the most important part of your marketing since 75% of people have little faith in traditional advertisements. Genuine endorsements from people they know or respect will go *a long way.*

After each transaction, find a polite and non-intrusive way to ask customers to tell their friends and family about their buying experience. On average, people are four times more likely to do business with you if they were referred by a friend!



Network with Influencers

Social media influencers and leaders are, without a doubt, incredibly valuable partners when it comes to helping you reach new customers.

Influencers are people on social media with a strong following. Their followers rely on them for advice on what products they should and shouldn't buy. Many of these influencers do this as a full-time job.

Social media influencers tend to be very active on their pages, and reach out to their followers on a regular basis. Usually they use one of the following platforms to communicate:

1. Instagram
2. SnapChat
3. YouTube
4. Twitter



5. Facebook

In order to get these influencers to try your product and share their experience with their followers, consider sending them a free sample of your product.

Sampling is especially popular in the beauty industry, where influencers often record themselves unboxing a product or trying a product they received and then giving an honest review.

According to statistics, 40% of people purchased a product after watching an influencer on social media who endorsed the product. Another statistic shows that 49% of buyers strictly rely on suggestions from influencers.

That’s nearly half of all consumers!

If you haven’t done so already, designate a budget strictly for influencer marketing.



If you have long-term, repeat customers, go out of your way to show your appreciation. People who stick with a company for a long period of time want to feel acknowledged and appreciated.

You should make a habit of reviewing and discussing any negative feedback you receive as well. Look at this as important feedback that will help you improve your products or services.

Don’t focus just on the positive comments and reviews you receive! If you want to take your business to the next level, you need to be diligent in reviewing the 5-star reviews right down to the 1-star reviews so you can improve on weaknesses in your business.