

locorum[®]

Launching Your Builder Referral Program



Effective frequency

The key is to mention your referral program as much as possible without being pushy.

Include in pre-existing marketing channels

- Email signatures

Include in pre-existing marketing channels

- Email signatures
- Website

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios
- Business cards

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios
- Business cards
- Marketing collateral

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios
- Business cards
- Marketing collateral
- Phone contact

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios
- Business cards
- Marketing collateral
- Phone contact
- Emails

Include in pre-existing marketing channels

- Email signatures
- Website
- Social bios
- Business cards
- Marketing collateral
- Phone contact
- Emails
- In-person

Hard launch your referral program

- Email campaign
- Social media announcement

