

**locorum**<sup>®</sup>

# Launching Your Client Referral Program

For all industries



## **Effective frequency**

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

# Include in pre-existing marketing channels

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- Email signatures

# Include in pre-existing marketing channels

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- Email signatures
- Website

# Include in pre-existing marketing channels

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- Email signatures
- Website
- Social bios

# Include in pre-existing marketing channels

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- 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

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- Email campaign
- Social media announcement

