

locorum[®]

Ongoing Client Referral Promotion Strategies

For all industries



Earn first, ask second

**Ask customers who you trust
and have had a positive
experience with your
business.**

Email campaigns to add to your strategy

- General referral promotion

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- General referral promotion
- Monthly newsletter

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- Periodic check-ins

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- General referral promotion
- Monthly newsletter
- Periodic check-ins
- Holidays

The art of gift-giving

Gifts not only express gratitude to clients but also provide an opportunity to get referrals.

68% of people say they would prefer to receive cash over physical gifts.

When to send gift rewards

- Holidays

When to send gift rewards

- Holidays
- Birthday gifts

When to send gift rewards

- Holidays
- Birthday gifts
- Special occasions

When to send gift rewards

- Holidays
- Birthday gifts
- Special occasions
- Client anniversaries

When to send gift rewards

- Holidays
- Regular appreciation
- Birthday gifts
- Special occasions
- Client anniversaries

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- Birthday gifts
- Special occasions
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- Regular appreciation
- Contests

Reward the action and the outcome

Action: Send a small reward right when you get a referral to incentivize more

Outcome: Send the full reward when the desired outcome is achieved (i.e. deal closed)

