locorum®

Setting Up Your Client Referral Program

For all industries

Choosing your program type

Use **singular programs** when you want one program with the same incentives for all clients, partners and locations.

Use **multiple programs** for different programs based on different budgets or customer segments.

Ways to set up your prgram

- Person

- Location

- Product

Choosing your landing page

Simple Landing Page - our recommended option

Full Business Webpage - includes reviews and multiple photos
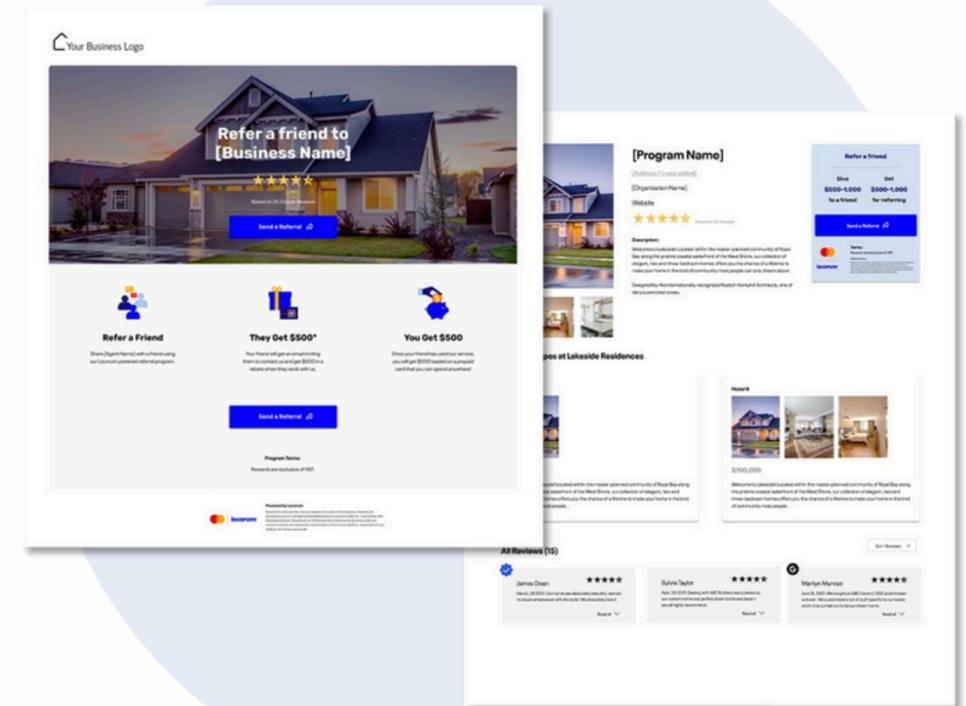
Selecting your card

Virtual cards are for online rewards up to $1000

Single-load cards are physical cards for rewards up to $50,000

Reloadable cards are physical cards for rewards that can be continually loaded up to $100,000

Brand your rewards with custom-branded cards
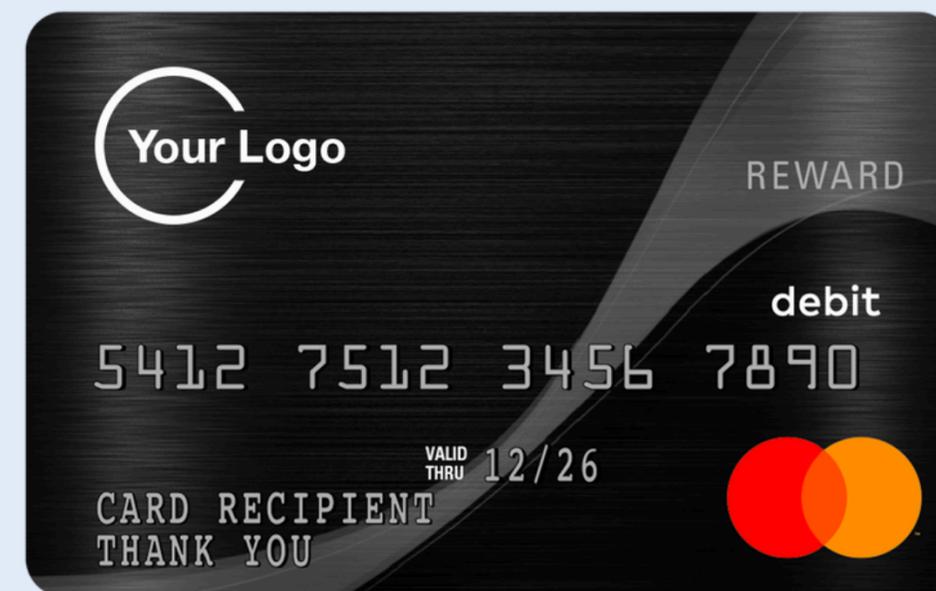
Setting your budget

The most common is a fixed budget.

Variable Budgets vary based on the selling price

Fixed Budgets stay the same regardless of the selling price

Choosing your terms

Send rewards at the earliest stage you are comfortable with.

Finding the right balance

The longer the wait and the higher the effort to earn the reward, the greater the expected reward.

In practice:

- Reward $25 for a quote
- Reward $250 for a completed project

Creating an organization page

If you built mutliple programs, create an organization page to display all your programs in one place.