

Locorum Academy

General Client Referral Program Essentials

Video: Setting Up Your Client Referral Program

Are you starting your client referral program but not sure where to begin? Don't worry. We have your back.

We'll show you how to set up a referral program to go out to your past or potential clients with Locorum and provide best practices along the way. Before we dive in, make sure your account is set up and your KYB is complete. If it's not, that can take up to four days, so complete those steps and return to this video.

Locorum can be used in any industry. Throughout the video, we'll use examples of HVAC companies, car dealerships and general contractors to give you an idea of how to use it.

Setting up your program

The first step with Locorum is to create your referral program. Here, you'll enter the details and set a budget, and we'll generate a landing page for you.

Choosing your program type

Choose between hosting a singular program or multiple programs.

A singular program is great if you want to offer only one referral program with the same incentives to all clients, partners and for all locations. This simple approach means that you will promote the same referral link to everyone,

Multiple programs come in handy when you want separate programs for different budgets or customer segments.

Ways to set up your program

There are typically three ways that businesses set up programs: by person, by location or by project.

First, you might set up different programs for various customer groups with different reward amounts, such as past buyers, VIP clients, or employees. For example, you could run a program to incentivize realtors to refer new agents.

Or, if you have multiple locations with varying price ranges, you might want to create separate programs for each one. Imagine you're a car dealership with lots of new and used vehicles. With separate programs, you can offer higher rewards to customers who buy a new vehicle.

Next, you can offer different rewards for different product ranges. For instance, if you're an HVAC company aiming to increase heat pump installations, you might offer a higher reward for them than for other products and services.

Lastly, you may create programs with different incentives to encourage specific actions. For example, you could set up a program to encourage past customers to refer their friends to sign up for a newsletter or get a quote rather than making a full purchase.

Choosing your landing page

When choosing your landing page, Locorum has two options: a full business webpage or a simple landing page. We recommend a simple landing page for a clean look most of the time. But if you want to include existing Google reviews and multiple photos, you can use the full business webpage.

Selecting your card

Now, select the type of card to use—depending on your needs, choose between virtual, single-load, or reloadable cards.

Virtual cards are for online rewards under \$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 for multiple referrals with a max load of \$100,000.

Virtual cards are great for quick, low-reward amounts. Single-load and reloadable cards are ideal for higher budgets or if you want to give someone a physical card. Use single load if you only plan on sending a single reward to the recipient, and consider a reloadable card for partners consistently sending referrals.

From there, you can choose a Locorum-branded card or a custom-branded card. A custom-branded card is a great way to get your brand in front of customers. Every time they spend their rewards, they're looking at and thinking of your brand - making it a great way to generate repeated engagement and referrals.

Setting your budget

When you're creating your program, you'll have the option to set a fixed or variable budget.

Rewards with a variable budget will vary based on the value of the purchase, whereas rewards with a fixed budget will be the same regardless of the final sale price. You can set the total budget to whatever you want. We recommend taking a look at your typical sale price and

considering what customers will value and find useful. The most common is a fixed budget, and we generally see total budgets of \$200-\$2500, depending on the industry.

Choosing your terms

When setting your terms, choose the stage you're most comfortable with sending rewards as early as possible. That way, your clients are rewarded sooner, improving their experience. Most programs are set up to send after a service is complete or a product is purchased. But you can choose contract signing or any other milestones.

We also suggest sending a small reward right when someone sends a referral to keep them interested. The buying process can take time, and rewarding the action, not only the outcome, can improve continued engagement in your program. Sending a \$10-\$25 rewards card and a recommendation for your favorite coffee shop is a personal touch that will make clients want to refer more friends.

Finding the right balance between when you send rewards and the reward amount is crucial. For instance, if you're a general contractor, you might offer \$25 for a referral when a customer gets a quote. However, if you wait to send the reward until a contract is completed, you might offer \$250. This is because the longer the wait and the higher the effort to earn the reward, the more valuable and expected the reward becomes.

Creating an organization page

Now your program is complete! If you choose to create multiple programs, repeat this process to add as many as you need. Then, create an organization page to display all your programs. This helps you manage and track referral programs across different locations and allows you to send one link with all your programs to clients.

You're all set up and ready to promote your referral program!

Video: Launching Your Client Referral Program

Once your referral program is all set up, it's time to promote it to your audience. Think about how you want to introduce it to your clients and what type of collateral you want to use.

Your goal is to mention it as much as possible so clients remember it and can easily access it. Let's explore some effective strategies to promote it to your audience and maximize its reach.

Where to promote your referral program

We'll start by adding it to some effective marketing channels that you probably already have set up.

Email signatures

The first is your email signature. Add it to your own, and if you have employees, get them to add your referral link to their email signatures, too. People generally search their emails for links/information, so this makes it easier for people to find your program, and it keeps it top-of-mind for all your contacts.

Website

Next is adding it to your website. Create a featured section on your home page or a pop-up that promotes your program. Then, include it in your header and footer so it's always easy to access.

Social bios

Add your referral links to your social bios, like Instagram, Twitter, LinkedIn and Facebook. To feature multiple links, consider using a LinkTree account to add to your bios.

Business cards

Include it in your business card so that every time you introduce yourself to a new customer, they'll see your program.

Marketing collateral

Add QR codes to all marketing collateral you currently have. Look at what you already use from brochures, spec sheets, banners and any other physical materials you already have.

Phone contact

Link your program to your phone contact information so everyone you share your contact with will see it.

Emails

Include a referral promo in all your emails. You can have it in a banner, in the footer or in the email signature of all email campaigns you send out. If you don't have regular email campaigns, try using one of Locorum's templates for a monthly newsletter!

In-person

Start talking about your referral programs in person. Bring it up when customers are happiest to get the best results and use your materials with a QR code to share with clients.

How to announce your referral program

Start with an email blast to all past and potential clients to introduce your referral program, highlight its benefits and details, and link your referral landing page. You can use one of Locorum's email templates to help you get started!

Then, share a post to all your social channels along with a graphic to promote your program. From here on, schedule monthly emails to remind clients about the program.

You're now equipped with strategies to promote your referral program effectively. Start implementing these tactics to maximize your program's reach and success.

Video: Ongoing Client Referral Promotion Strategies

By now, your referral program is set up and you've announced it to your audience. Don't stop now! Keep the momentum going by continuing to mention it to clients whenever you can. We'll go through some ways to keep talking about it without getting annoying.

The best people to ask for referrals are those with whom you have a strong relationship, like past buyers. The trick is to earn their trust first, then ask for referrals.

Email campaigns

Let's start with some email campaigns you can run where you can promote your referral program to your loyal clients.

General referral promotion

Dedicate an email campaign solely to promoting your referral program. This is more of a direct ask from clients, but it can be useful once in a while to promote it—especially if you're running a promotion like earning an extra \$100 on successful referrals. Just be careful not to overdo it with hard sells; keep it light but in their minds!

Monthly newsletter

If you don't already have one set up, start a monthly or quarterly newsletter to all your past clients to nurture relationships and give updates about your company, the market or any other news. This keeps constant communication and strengthens your relationships while giving you an opportunity to promote your program in your signature or banner in every newsletter.

Periodic check-ins

Next is periodic check-ins. Create a workflow where you check in with past clients to see how they're doing and ask for referrals during these interactions too. Start these check-ins about three months post-purchase all the way up to their first anniversary.

If you have reminders to send, this is also a great time to do so. For example, an HVAC company can send reminders on when to replace air filters.

Holidays

Finally, reach out to clients on holidays. Focus on the big holidays, like Christmas, and express your gratitude to your customers. You can schedule these all at once so they'll automatically be sent on the holiday. Consider sending a small gift reward with it to show your appreciation.

You'll notice that some of these don't have anything to do with referrals. But they are valuable to your clients and give you a good space to mention your program. Remember to check out Locorum's email templates if you need help on where to start!

Schedule gift rewards

Gifts not only express gratitude to clients but also provide an opportunity to boost your referral program. Offering gifts can strengthen your relationship with clients and keep your business top-of-mind. Locorum gift reward cards provide a convenient and flexible way to schedule and send gifts, making it easy to reward clients for their loyalty.

The best way to send gifts is reward cards. 68% of people say they would prefer to receive cash over physical gifts, and reward cards offer clients the flexibility to spend the reward on whatever they want, whether it's a special treat for themselves or a practical purchase for their new home.

Now, let's explore the best times to send gifts.

Holidays

First is holidays. We've talked about them in our campaigns, but go the extra mile and spread holiday cheer by sending clients a rewards card as a holiday gift on top of your message. This could include Christmas, New Year, Thanksgiving, Mother's Day, Father's Day, or any other special day you can think of.

Birthday gifts

Birthdays are a great time to send a gift. Make your clients' birthdays extra special by sending them a gift with a personalized birthday message.

Special occasions

Sending gifts on special occasions shows you listen and care. For clients you've worked closely with, consider sending Locorum gift reward cards for special occasions, such as weddings, anniversaries, or new additions to the family. It's a personal touch, that I'm sure they'll be pleasantly surprised you remembered.

Client anniversaries

Celebrate client anniversaries with a gift every year. This is a perfect time to check in and show your appreciation for their loyalty.

Regular appreciation

Schedule regular gift rewards to show appreciation for your clients' continued loyalty. Whether it's a quarterly or annual gesture, sending a gift reward card can keep your clients engaged.

Contests

Clients are a fun way to engage your audience and potentially drive new business. You could have customer draws, social media contests or anything else you can think of.

Each of these thoughtful gestures can strengthen your relationship with clients and encourage them to refer others to your business, which is made easy with Locorum's gift rewards.

Using these strategies will help you continually promote your referral program and drive more referrals. Stay engaged with your clients, provide value and reward their efforts to see your program's success grow.