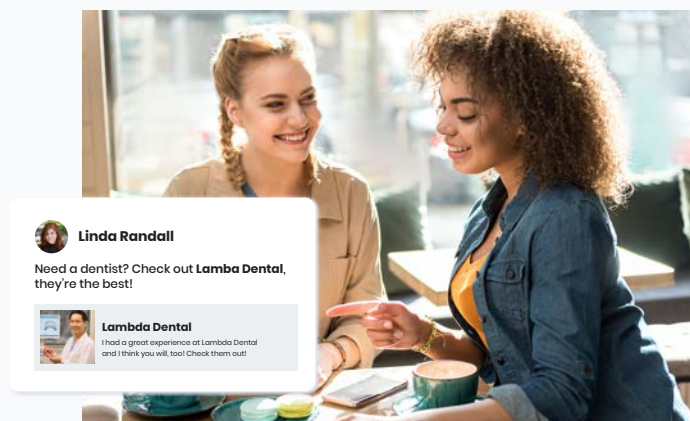


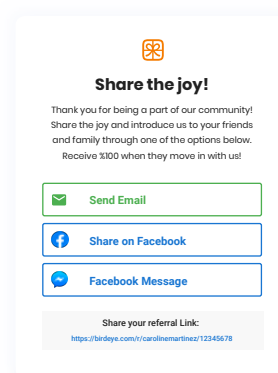
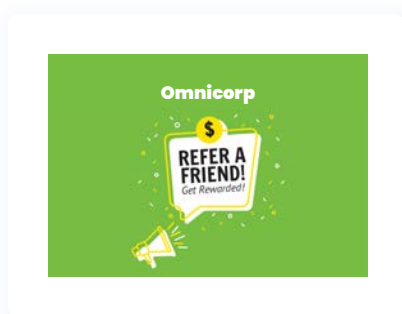
# Top tips for a revenue-producing Referral Program

A Referral Program is a great way to enhance customer engagement and bring new leads to your business. Learn how to get the most out of your Referral Program by practicing these top tips.



## 1. Send an initial campaign to your existing customers

Customize a referral campaign to your existing customer base. This will help promote your new referral program and allow these customers to share with family and friends.

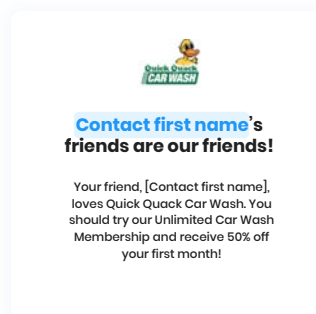


## 2. Customize your referral request

Differentiate your referral request from a review request by customizing the campaign and image. Switch up the messaging, make it personal, provide various outlets for customers to share, and add a creative company image. Grab your audience's attention and get them excited to share why they like you so much.

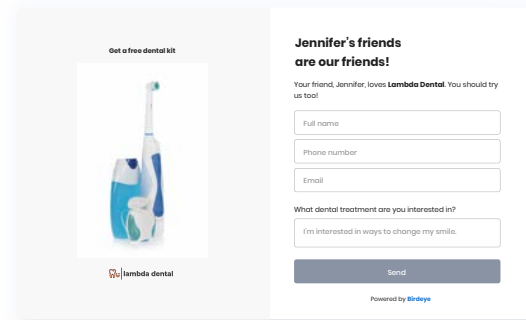
## 3. Offer incentives

It's not a must, but it certainly pays to offer incentives. It gives happy customers an extra push to talk to friends and family about you. Offer something of value to your customers, such as discounts or gift cards as incentives.



## 4. Customize your Referral landing page

A landing page dedicated to your Referral Program allows customers and prospects to read more about your business and what your business has to offer. This page will let customers dive deeper into the details of your program.



### Send referral requests

#### Automatically

Send referral request 3-5 days after sending a review request.

#### Manually

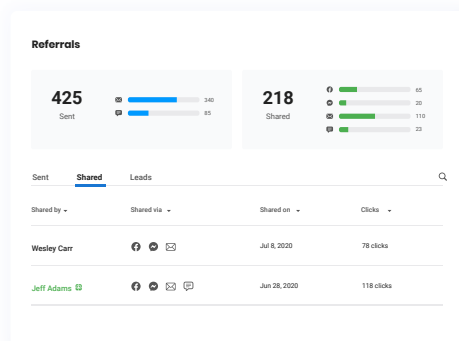
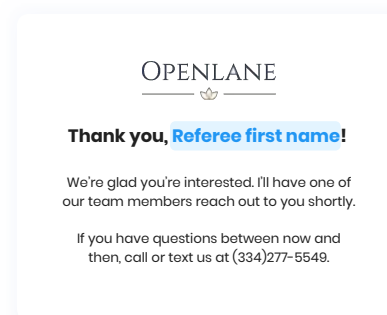
Sends only when you command to do so.

## 5. Create an outreach plan

Create an outreach plan that best suits your business. Consider sending an automated referral request 3-5 days after you send a review request.

## 6. Show your appreciation

When you do receive a referral from your customer, make sure to show your appreciation. Thank both the customer who referred you as well as the referral, and payout any incentive that you offered right away.



## 7. Measure and adjust

Track what's working and what's not with your referral program. If you aren't seeing the results you'd like, you might need to make changes. Explore how you could make the process successful - and let Birdeye know if we can provide any additional advice and best practices that we've seen work!



Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Call us at **1-800-561-3357**, **schedule a demo** or visit **[www.birdeye.com](http://www.birdeye.com)** for more information.