

Building Referral Programs using



Engage Customers



Engage customers through email and/or direct mail campaigns created and delivered with Lead Liaison

Create a message:

“Will you refer me to your colleagues based on the quality of our work?”.



Send them to a landing page with an incentive

Landing Page

Track who is making the referral using a landing page and form built with Lead Liaison

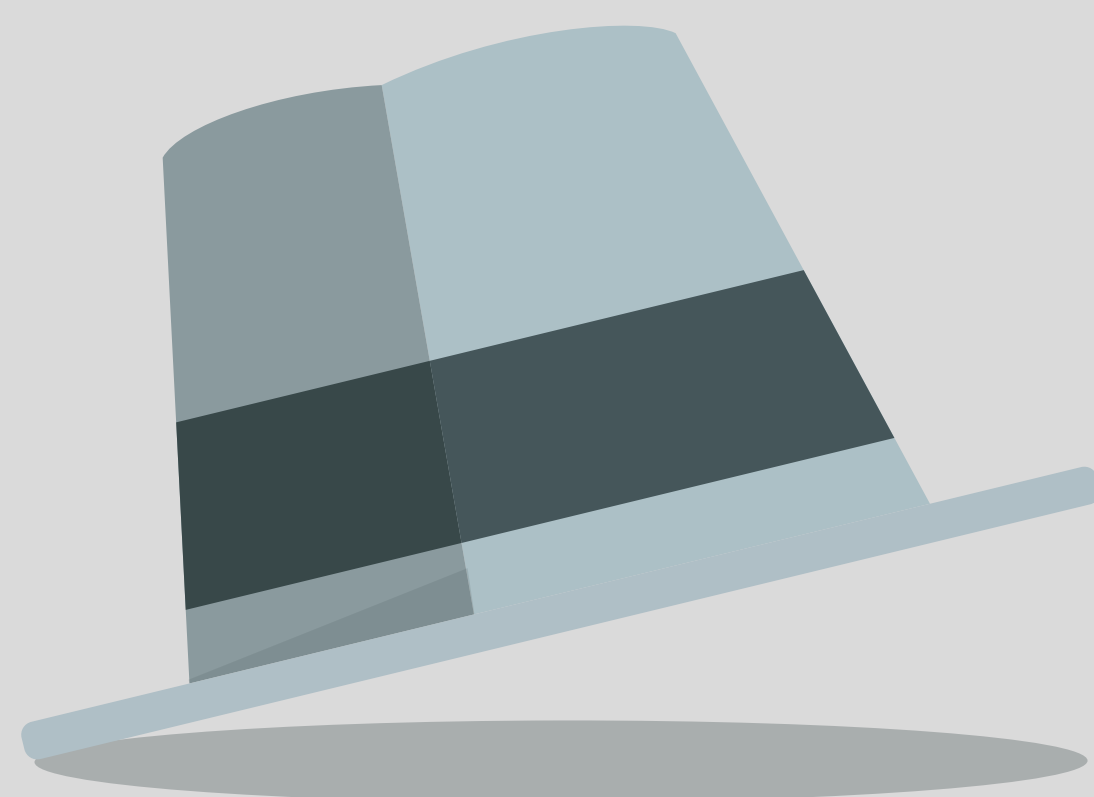


Send introductory emails created with Lead Liaison to the referral introducing your company



Trigger Incentives

When the referral happens:



An email or postcard is automatically sent to the referral with a concise and beneficial call to action: “try us”, “free trial”, or gift card.

Lead Liaison will match the appropriate incentive with the referral's demographics (role, job title, etc.)

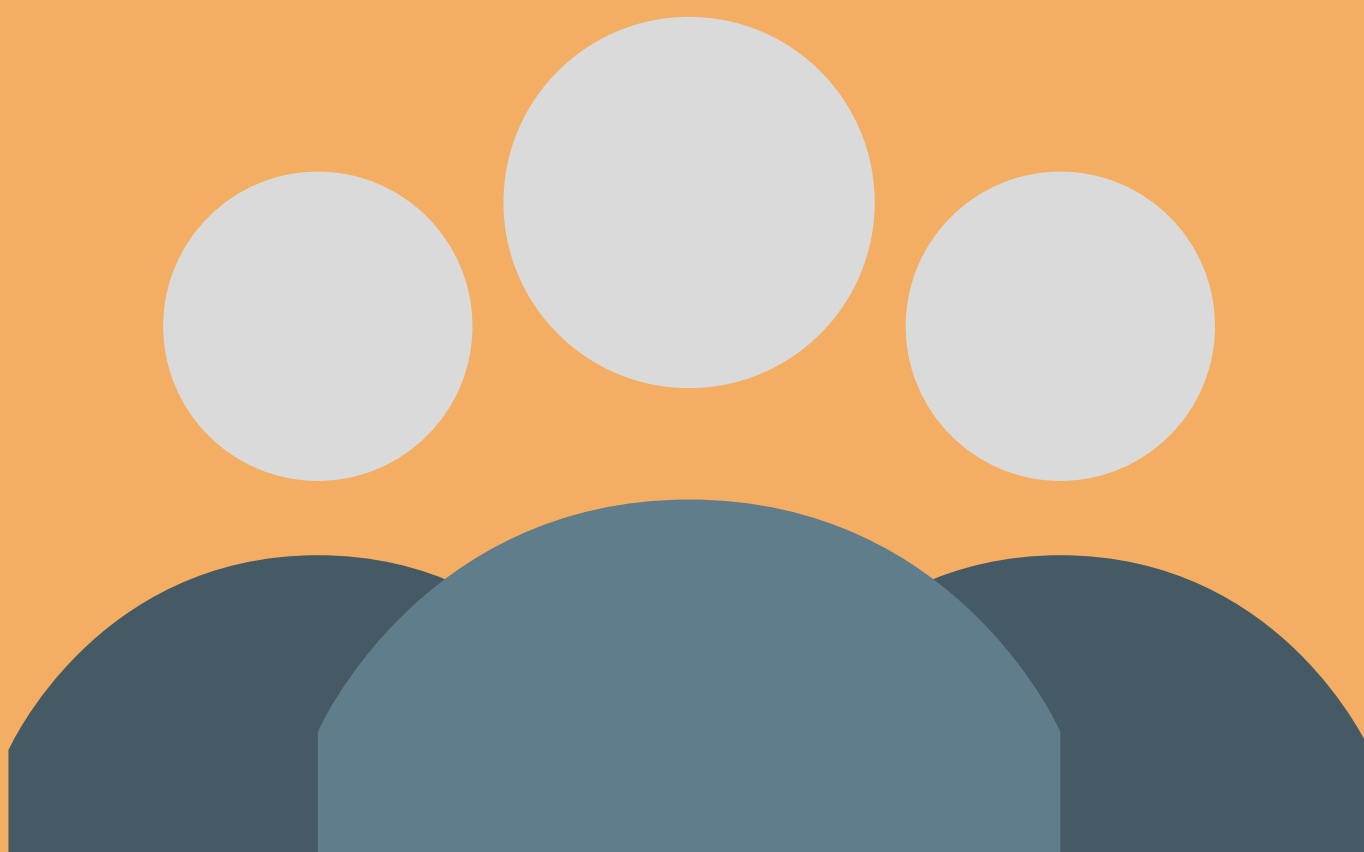


Tracking kicks in and the referral's interaction with your company is monitored. Based on engagement, provide them with the appropriate level of nurturing.



Nurture

Nurture people that were referred but did not respond so that your business remains top of mind when service is needed.



People are **4 times more likely** to buy when referred by a friend – **Nielsen**



65% of new business comes from referrals – **New York Times**



The LifeTime Value of a new referral customer is **16% higher** – **Wharton School of Business**

16%

