

DIY Marketing – Referrals

How Do You Generate Referrals?

Asking for a referral does not come naturally to many people. Follow the steps below to help you create a Referral Marketing Plan and put it into action.

1. Why should you, your company and your services qualify for referrals?

List as many reasons as you can, using the examples to get you started.

Excellent value

Guarantee

Speed of delivery

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2. What does your Customer Contact Strategy look like?

List all your past and present clients. Divide them into 3-4 groups, depending on how important they are to you.

For each group, decide how often you will contact them and how you will do it. Use a table or spreadsheet as shown below, or your existing contact database. Add further columns to record when you last contacted them, what was said and when you will contact them again.

Name of Client	Ranking	Frequency	Method
A Star Marketing	A	Monthly	Phone call, thank you card or lunch
B Line	B	Bi-monthly	E-mail and satisfaction survey
C Gull Sails	C	Quarterly	E-mail newsletter



3. Decide which referral strategies will you use

Tick each of the following that will be appropriate to you:

- Directly asking for referrals
- Commission - pay an introduction fee for each recommendation
- Charity Marketing
- Competition - ask for referrals and give prizes
- Events - workshops & seminars
- Networking - tell other people about the sort of clients you're looking for
- Joint Venture Marketing - who do you know who works with the same sort of clients as you?
- Client appreciation policy - thank your clients for supporting your business
- Endorsement strategy - write a letter of introduction
- Referral cards
- Sponsorship
- Lunch – take a client out and ask them to bring someone

4. Select the incentives and rewards you want to use

Offering incentives for referrals can encourage your clients to give them to. Giving a reward when a referral becomes a client shows your appreciation. List all your different services and decide on an appropriate incentive and reward for each.

Complete the table below the examples.

Service	Incentive	Reward
6 Telephone Mentoring sessions	£5 donation to charity	Free one hour session of phone mentoring
12 Month Newsletter Service	£5 donation to charity	Free monthly subscription or equivalent in cash
6 Month Marketing & PR Service	£5 donation to charity	Free day of Marketing and PR consultancy
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Following these steps will help you develop your own Referral Marketing Plan. Once it's in place, make sure you keep to it and you'll find that your clients and contacts find it much easier to send you useful, qualified referrals.

For more advice on gaining referrals to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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