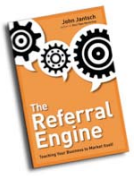
Referral Engine Pro Groups

Session #3 – Customer Offers and Campaigns



A referral system!

- Be Referable
- Target
- Educate
- Offer and Execute
- Follow-up

Action steps review

- Revisit your list of strategic partners
- Create your perfect introduction document
- Create blank perfect intro
- Create letter of introduction
- Mail and follow-up

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Content for partners

- Blog network
- Co-branded content
- Audio/video interviews
- Events
- Local biz intros



Strategic partnering

- Co branding information
- Endorsed mailings
- Win win workshop
- Network of content
- Co-market

Scoring customers

- Are they profitable?
- Do they already refer?
- Equip them with tools

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Educate – the perfect intro

- How you can spot our ideal client
- How to present our core message
- Trigger phrases
- Our referral offer
- Our marketing process

Customer content

- Review process
- Manual/audio – Acrobat
- Rating/review sites – Yelp!
- Testimonial party

Success stories

- Describe customer
- Challenge
- Solution
- Result
- Video or interview

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Some referral offers

- Expectation
- Work for referrals
- 100% refund
- Gift certificate giveaways
- Referral pricing
- Bring a friend free

Moments of truth

- Lead conversion process
- Results review process
- Follow-up meetings
- Quarterly communication
- Handwritten notes

Action steps

- Revise your ideal target and core message
- Complete referral education system
- Create testimonial/success study plan
- Choose one customer referral marketing offer
- Outline your referral marketing tools - letters, postcards, client coupons?

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