

TOP 10 REASONS YOU NEED A REFERRAL MARKETING PROGRAM

Your customers and team should be generating quality leads for you and they can if you do your referral program *right*.



Reasons 1-3 to Start Your Referral Program Today!

1. Your salespeople aren't motivated to ask.

Asking for a referral can be awkward. Give your salespeople the tools and incentives to make asking for a referral painless and profitable for all parties.

2. Your customers aren't motivated to remember.

Unfortunately your customer's world doesn't revolve around your business but customers still trust a friend's recommendation 92% more than any other form of advertising. Give them a reason to remember to refer like an enticing incentive offer as a thank you.

3. Referred customers are your highest quality leads.

Referrals are 4x more likely to purchase than a web lead yet your allocating your entire advertising budget on PPC, SEO, Social Media, radio and TV that you could be pushing into your most effective sales force, your current customers, friends, family and employees.

Reasons 4 & 5 to Start Your Referral Program Today!

4. Drive more Service Business

Referred customers have a 51% service usage rate compared to fresh ups at 29%. And best of all - you can use a referral program to drive more service business. Give \$10 to your loyal customer and \$10 off to your new customer!

5. It's Social Media Gold

Social Media was made for sharing. Bring your referral program into the digital era and allow customers to refer online and give your employees shareable content about your program for easy promotions to their friends, family and social media connections.

Reason 6 & 7 to Start Your Referral Program Today!

6. Referred Customers are Lifetimers

A referred customer has a 16% higher lifetime value than a fresh-up. So why are we so obsessed with getting the "most likes" or "most leads" when a quality referral lead can bring in more profit than any other lead.

7. Outshine and Outsell Your Competition

Only 30% of companies have a formalized referral program, despite the fact that those that did experienced 86% more revenue growth over a two-year period. With the ever-growing focus on SEO, PPC, social media and other digital marketing efforts, referrals have been put on the back burner. The out-dated methods for promoting and capturing referrals in most dealerships have hindered referral optimization...until now. Outsell your competition when you empower your customers to become a new sales channel.

Reasons 8-10 to Start Your Referral Program Today!

8. It's easy and enjoyable customer engagement.

What better way to engage with a customer who isn't in the market for a new vehicle or service then to offer them the chance to earn money and help their friends to a great new vehicle.

9. Quantifiable Results with Tracking

With a quality referral marketing program - you can say goodbye to customers calling up asking for their rewards weeks late, spreadsheets and chasing down salespeople to figure out if a referral actually occurred. Say hello to a streamlined referral process that matches your organic customer generated leads to vehicles sold and handles the entire reward fulfillment process for you!

10. Incentive and Gamify

Your incentive offers don't just need to stop at referrals. You can also use your incentives for any of your other gamification or incentive campaigns!

Host a "Guess the Score & Share" contest on facebook to reach even more customers.

Incentivize for test drives on your direct mail campaign or online offers. Promote Employee Retention with an employee rewards and spiffs program.

Ready for Your Own Referral Marketing Program?

Schedule an Exclusive Demo with your Incentivefox Expert to learn how you can start selling up to 50 additional vehicles every month and receive a complimentary competitive intelligence review.

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