

Referral & Advocacy Strategies for Revenue Growth

Get expert insights on referral marketing, customer advocacy, ambassador programs, incentives, and rewards that drive qualified leads, increase conversions, and fuel predictable growth.



5 Reasons Why Your Referral Program Doesn't Work



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[Referral programs](#) hold the ability to get in new business, and persuade the loyal customers to involve themselves with the products and services you offer. The best referral programs are not the ones that are just a one-off program, but these are the programs that form an amazing customer experience. When you offer a referral deal to any of your pleased customers, to them it appears as a bonus for something that they are all set to do.

But, the fact is that [not every referral program works the way it is planned](#).

This is because there are times when customers are not completely into the referral program. There is a possibility that these programs are highly complex, have feebly planned incentives, or fail to reach the customers in the first place. So, you must be well aware of how to deal with your referral program.

Here we bring you some reasons why referral programs fail:

Customers are not happy

To ensure the success of your referral program, it is essential that you have a fair amount of customers. It's like a numbers game. The higher the number of your customers, the greater are your chances to have referrals. You not only require these customers to start your referral program, but it is important that these customers are happy and pleased with your products or services. Unhappy customers are never going to refer your business.

Impractical Expectations

There are times when businesses are of the opinion that when they initiate their program, they soon will be able to get hold of a good number of participants, who are going to fetch them, new customers. It is important to realize that the programs are not a magic wand. Generally, when a program is going just fine or is picking up its pace, many business owners have unworkable expectations, and they believe that their program is fading which otherwise is not.

Complex Programs

Customers usually look for referral experience that is simple and undemanding. If you put a lengthy process or a complicated procedure to finish off with the process, there are higher chances that they will give up in the middle itself. Thus, it is essential that you ensure that your program is simple and easy.

Scantily designed Incentives

Identify what your customers actually look for in a referral program? Does yours offer them value? Some businesses offer poorly designed incentives to their customers and they do not find them valuable. Look for something that can be valuable to them.

Giving up on the Program too Soon

It takes some time for any program to be a success, and usually business owners realize that their solution isn't working, and as a result, they give up on them. You must bear in mind that it might take quite a [few months for any program to get the skates on](#). Try fine-tuning your incentives and your process before you say no.

So, the referral programs do work. These are a tremendous strategy to reward or incentivize your existing customers and acquiring newer ones. The thing is to have a well-thought and designed referral program in place that makes your customers go crazy about your brand.

Referral Marketing Program boosts customer retention and drives high-quality referrals. NextBee is specialized in developing customized and robust Referral Program. Connect with NextBee, and implement a successful Referral Program in your business ecosystem.

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Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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