

# 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.



# 8 Best Referral Marketing Ideas To Generate More Leads



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In today's time, when we think of acquiring customers, referral marketing has become one of the most in-demand tools to be adopted. The reason behind this is that it relies on the tool named word-of-mouth.

Referral marketing can work best for every business, be it an e-commerce store, retail, agency, or similar other options.

Surely, referrals have become a cornerstone for most professional services to accomplish marketing goals. It has become a widely adopted method that benefits both customers and businesses as well.

It has become the best method to promote products and services to get customers and reward them for each referral. Offering incentives is a way of influencing customers and create an effective customer referral program.

[Generating referrals has become a top marketing initiative adopted by most businesses.](#) Also, all of the professionals are aware of ways to execute the right strategies for getting more leads through referrals.

The referral program should be crafted by following the company's needs. As the program serves as most of the marketing techniques that bring returns to the business.

Below we have clubbed up some referral marketing ideas that can get you more leads and generate revenue-

#### **Target your Customers Base**

Figure out your customer base, and target them when you are sure they desire the specific services that you offer.

Targeting is done by tracking people who visit a page on your website and promoting them on another social media platform.

Like we have an [effective method of a Facebook ad, that is worth the time and cost.](#) As we know they are interested in our products and services they will continue to do so.

When your customers view your referral page but don't register, it's fine to offer them another opportunity to refer another friend.

#### **Social Gifting**

Indeed, one of the best and unique referral marketing idea is 'Social gifting' that doesn't reward the referrer, but the reward is offered to the referred friend.

The companies let each customer send a free box to three or more of their friends. Subscription boxes serve the purpose of this method of gifting. Customers are often gifted with gifts that they admire and they receive the satisfaction of a happy friend.

#### **Nurture top Referral sources**

It is known that while specific partners may have their favorite referral sources, still it is rare that they seriously nurture them. Though businesses identify them and hold good intentions to cultivate them, but take fewer follow-ups to yield results.

It is crucial to keeping them up-to-date about the latest developments so that they continue with your services. Inform them about the VIP treatment and let them know how much you appreciate their contribution.

### **Make the process a unique one**

We can make our brand more desirable and memorable with referral marketing programs. In this competitive time, each one has access to endless options available in the market.

Hence it's important to stand out among the crowd and make your brand a unique one so that people remember it.

Communicating and making a genuine connection with customers on a personal level is an important part to gain loyalty.

Also, there is a need to do some extraordinary stuff to your brand so that it becomes memorable for the users and they love to use its services.

### **Frequently track Memberships**

Attract and keep customers who ultimately drive revenue for your business. Yes, these programs can also track membership and general consumers as most of the consumers today prefer to have a personalized experience.

These programs encourage consumers to help to get their information along with their profiles as a part of the program. In this way, a track record is kept of membership and general consumers by keeping their data.

This method not only personalizes the customer experience. But, also implement your referral program, increase faith in your customers, and make a targeted marketing campaign.

### **Implement the right strategy**

It is a matter of concern to know what is the best time to [implement referral marketing for a company](#). Business owners get confused about whether they should follow a proper plan to implement a loyalty program or it should be in action only when it is required.

But the fact is that there is no particular right time to execute the referral marketing strategies. Though it is advisable to start the program as soon as you start and think of getting more sales for your business. There is no way to delay loyalty while you have already thought of building a profitable trade.

### **Offer Rewards**

While you plan to reward customers, it is necessary that you understand the customer's desires and what will make them happy. Also, you need to reward in a way that does not seem to be the same every time.

That means you need to privilege your customers with a variety of rewards so that it does not appear to be monotonous.

There are many reward programs types for both individual and team performance. Gift cards can be given in the form of bonuses, profit sharing, cash backs, variable pay, etc.

### **Offer multiple opportunities**

When you have launched several referral marketing strategies, make sure that it provides multiple opportunities for customers in it.

There are chances, that if customers get rewards from purchasing your services, or getting some additional benefits, availing the best of services, he can enroll in a referral program.

There exist several other ways that can promote the program on different social media platforms.

By providing multiple opportunities to customers makes the program more desirable and easily adopted by consumers. Moreover, it also makes sure that customers remain intact to your services and automatically increasing sales.

### **Role of NextBee to design Referral Marketing Ideas for your Brand**

[NextBee](#) develops customer referral programs that are customizable, scalable, and robust. It boosts customer retention and drives high-quality referrals.

The main [benefit of using a referral marketing solution is that it allows business owners to launch referral programs](#) at the most minimal pricing.

The application of these methodologies ensures that every participant is able to drive the conversion of referrals and leads.

- The software allows customers to refer friends and obtaining bonuses based on valid referrals
- It is a personalized journey that is full of engaging activities both for the businesses and customers as both can interact to become loyal to each other
- Its robust admin dashboard lets you track the status or activity of every customer
- It is completely mobile adaptive and highly responsive

To know in detail, take a free demo of the best Referral Marketing platform and yield more leads for your business!

# 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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# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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