

# 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.



# How to Use Referral Marketing to Strengthen Your Subscription Service



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Your business certainly grows when your customers refer your e-commerce subscription service to others. Referrals for your products or service and the referred customers who are brought in are expected to be more faithful and tend to spend comparatively more time than other buyers.

Thus, [referral marketing is actually a form of word-of-mouth marketing](#). It works on the lines that your happy regulars share their satisfactory experience that they had with your service or brand with their friends and then those friends give your service or product a try. This does wonder for everyone. Your patrons get hold of a first-rate product, and you have a flourishing business.

Though the individual outcome surely varies from one subscription service to subscription service, it is the vision of reliable customers that makes referral marketing a thing to try for. Here is how you can strengthen your subscription service using referral marketing:

### **Requires Great Service, Products**

For a [great referral marketing campaign](#), it is necessary that you possess an amazing product and offer great customer service. Bear in mind that your customers are definitely not going to refer your product if they don't like it. So, before you bring into practice a wise referral marketing campaign, ensure that your e-commerce subscription service provides what it promises.

### **Make It Easy to Share**

Make referring people simple and easy. Let us take the example of Blue Apron. The process comprised of signing into the site, tapping on a free meal link, and filling out a concise form. That's it. HelloFresh also follows a parallel referral program. The company posts its subscribers a direct mail that talks about \$40-off coupons for the first box. The subscriber hands over these cards to friends to make the reference. It's simple.

### **So, you need to consider the below things:**

- A simple online referral form;
- Forward able referral emails;
- Direct mail referrals to offer
- Intrinsic Reward for both the parties

### **Provide Great Feedback**

When you happen to acquire a new customer and that too referred, it is the time to celebrate. Try to make your new subscriber feel welcome and provide a [positive feedback to the customer](#) who referred him or her. Doing this is really important.

- Whenever you get a referral, make sure you send a series of messages to your new customer as well as to the one who referred him or her. You can follow the below steps:
- Send a welcome email to the new customer. This encourages him or her to show gratitude to the referring customer.
- Send an email to the referring customer with a message that the new customer has agreed upon the referral and also tell him that he has a reward for this.

- Once the new customer has given a review, drop an email to the referring customer telling him what his friend has to say.

Thus, you must [make the practice of referring someone](#) to your business enjoyable. Also, the feedback involved is a great way to reinforce the reward, and gather additional referrals.

**NextBee is one of the prominent provider of top-quality Referral Marketing Program that boosts customer retention and drives high-quality referrals. It's customizable pertaining to your business needs. Connect with NextBee today, and to implement a successful Referral Program.**

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“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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