

# 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.



# The types of Referral Marketing Software Every Business Needs



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Referral Marketing is the process of boosting referrals through word of mouth and is one of the most trusted and the oldest marketing strategies. It works well both online as well as offline.

Referrals encourage and provide remuneration to customers and other contacts to recommend products and services from organizations and B2B brands.

[Referral marketing software](#) uses the software as a Service (SaaS) approach and tracks online customer behavior using web browser cookies and many other technologies. It can help build up the referrals, brand awareness for a product, and revenue for an organization.

#### **How NextBee can help brands with its top-performing referral software?**

A firm can see its referral marketing Return on Investment (RoI) and even ramp up its campaign to improve the result using different platforms.

There are several [advantages of using software for this type of marketing](#), some of which we will discuss below.

#### **Advantages**

- 1) The referral customers can be synced with each other on the same platform. They can be looking for the same products and services to be an easy method to get the interested customer.
- 2) The value and commitment from referral customers will be higher than non-referral customers because of the rewards and incentives they get from the brand.
- 3) It can also help a company to analyze its product or service performance in the market. They can get an insight into customer expectations, and that can also help retain existing customers.

#### **Some of the Best Referral Marketing Software**

In this section, we take a look at some of the best Referral marketing software and what it offers to businesses.

- **Post Affiliate Pro** – It is affiliate software capable of running the complete Referral program from the starting to end. It is fast, useful, wise, infinitely widening, and scalable. You can get inside the Merchant panel and the affiliates into the affiliate panel so that you can see the data and manage promotion materials accordingly.
- **Invite Referrals** – It is one of the most uncomplicated Referral marketing software that is available. You can easily make and start a customer referral program using it like Tell a friend, refer a friend, etc. What's more, it also offers a free trial and can be easily deployed on Cloud, Web, and SaaS. Customers can also work on it through Android as well as iOS environments.
- **Maitre** – This Referral marketing software is easy to set up and launch. It has its WordPress plugin and is a handy growth hacking tool. There is no monthly subscription that could create hassles and it helps developers and start-up marketers to a great extent.

- **Refersion** – A company’s referral sales can get the needed boost it deserves through this referral marketing software. The app is easily accessible and good to connect within no time. It can help an organization track down its referral sales, make payments quickly, let existing customers refer interested people, and create detailed reports so that one can watch and analyze how a referral program is going ahead. There is a 14-day free trial program that can also help get acclimatized to the software.

### **Conclusion**

As we can see, referral marketing is one of the most advanced ways of reaching potential customers. So, choose NextBee’s automated tool that suits you the best and leverage all of its exclusive benefits.

[NextBee](#) develops customized and robust referral marketing application that boosts customer retention and drives high-quality referrals.

# 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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