

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

CUSTOMER REFERRALS PRODUCE MORE PROFIT

If you are ignoring or not requesting customer referrals then you are missing out on an important marketing resource. Referral marketing is targeted, cost-effective, and potentially very powerful. Follow these steps to start taking advantage of client referrals today!

Step 1 - Create a Referral Marketing Plan

Instead of waiting for your customers to put a good word in for you, be proactive and develop a referral marketing strategy. Before you ask for those referrals, be clear about who your target market is. If you have a clearly defined market, it will be easier to educate your referral sources about what kind of customer might value your product or service. If they understand your business needs they will be more likely to provide you with referrals that fit your target audience.

Step 2 - Expect Referrals

If you never ask your clients for referrals, chances are you will never get them. Create a referral plan, and then make it a point to ask satisfied clients for others that could benefit using your product or service.

Step 3 - Offer Promotional Incentives

Everyone likes to get a deal. So, you have a much better chance of receiving referrals if you offer promotional products or services in exchange for contact information. For instance, you might offer a percentage discount off a service if your client fills out a form that provides four to six referrals. Or, if your business is product oriented, you might offer a free product of some sort in exchange for a list of referrals. You can double your marketing impact by offering a free product that has your company's logo or message already printed on it!

Step 4 - Use the Internet

If your company has a web site, include a button that allows browsers to instantly refer their friends to your site. Your internet market becomes targeted automatically, because presumably they will only send a link to friends who are truly interested in your product or service.

An alternate strategy is to provide a place for browsers to provide E-mail addresses of friends who might be interested. You can then follow up with a direct E-mail campaign.

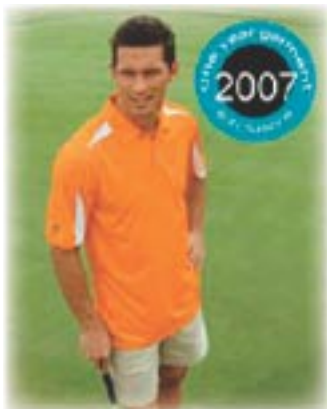
With either of these methods, it is important that you work with your web designer to devise a system that includes the referring person's name or E-mail. This information will help distinguish your E-mail from the garden-variety spam and prevent it from being automatically deleted.

Step 5 - Create a Record System

Not all of your referrals will generate new business immediately, but they may still have future business potential. Make sure that you maintain good records on all of your referrals from satisfied customers. With a little forethought and planning you may find that referral marketing can generate a substantial percentage of your new business.

ENHANCE YOUR IMAGE WITH THESE BRANDS TODAY !

Call us today to take advantage of this great co-branding opportunity



To search our database of over 600,000 products [Click Here !](#)

Dear Max



Q. How can we reach local businesses and encourage them to store their items with our self storage facility?

A. Have the manager set aside one day a week to personally visit prospects in the market area. Arm them with magnets, novelty pens, or candy filled jars printed with the facilities phone number and logo to give away as a free gift. When storage is needed they'll remember your commitment to providing service and the contact information will be handy.

***Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm**

Product Spotlight

Make a Splash



Custom Label Bottled Water with your LOGO !



Starting at \$ 0.72 per bottle

Success Story



Employee Incentive Program

Objective: to promote employee safety and thereby improve bottom-line profitability

With nearly 10,000 different craftpersons dispersed across North America, the ongoing safety promotion was designed to cover all areas. An Incentive Award Program was created consisting of quarterly campaigns featuring pre-established safety criteria. At a time when there had been several "close shaves" on the job sites that could have had tragic results, the advertiser chose "No Close Shaves" as one of the themes. Because many of them travel to out of town job sites, craftperson winners were awarded a black nylon shaving accessory bag embroidered with the company logo and an accompanying logo-imprinted implement set and a campaign sticker to display on their hard-hats. Awards for other quarterly campaigns included sweatshirts and belt buckles with matching hard hat stickers to add to the winner's collection.

Result: During the three year campaign period, the company recorded accidents dropped from 201 to 47 lost time due to accidents went down from 173 to 12 and insurance modifiers dropped from 1.58 to 1.15.

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