

Customer Referral Program Cheat Sheet

eCommerce Refer a Friend Programs

- Get [up to xxx, discounts, a free xxx] by referring your friends to [BusinessName]. For every friend that joins [BusinessName], we'll give you both [reward]!
- Invite your friends to [BusinessName]!
When they join, they'll get [referee reward] and you'll get [referrer reward]! Easy!
- [Include an input box for customers to enter their friends email addresses, or allow them to invite their Facebook Friends, or access their email contacts directly. Or you can give each customer a unique "invite link" to send to their friends.]

Bring-a-Friend Promotions

- Bring a Friend Along for FREE!
From [starting date] to [ending date] your friends can experience [Business Name] for free. Just register them on entry and show them around. No obligations whatsoever!
- Open Day for you and your friends!
On [Date], come and enjoy our full range of services totally for free! Bring your friends or family and use this opportunity to try out something new.

Customer Events

- Free Seminar – Your First 5 Property Investments
Bring your friends and family to this free information session where [speaker's name] will explain the in's and out's of [topic]
[Date, time, location]
- You're Invited to the Opening Night of [Movie Name]
Bring up to 3 friends along to share a fun night out with the team from [Business Name]
[Date, time, location]

Create a Gift or Discount for Customers' Friends

- Like our service? Give the gift of [insert service name] to your friends. We've included 3 special cards here for you to gift to the people of your choosing. We're looking forward to helping more people like you!
- Thanks for your order! As a token of our appreciation, we've included here a few bonus cards for you to give to your friends. When they place their first order, they'll receive [xx% discount] – as well as our special service!

Official Customer Reward Programs

- Earn Fantastic Rewards by letting your friends know about us!
If you love our service, we'd LOVE you to work with your friends as well (if they're

anything like you, we'll get on fine!)

For every friend you refer, you'll receive [Referral Reward] and they'll receive [Referee Reward] too!

Simply tell them to mention you when they join.

Subtle (Surprise) Referral Reward Programs

- Hi [Customer Name],
It came to our attention that you recently referred [Referee's Name] to our business. Customer referrals are very important to our business and we're extremely grateful for your positive endorsement. As a token of our appreciation, please accept this small gift. If there is anything we can do for you, please don't hesitate to let us know.
All the best,
[Business Owner's Name]

Reward Customers for their Social Media Actions

- Like our service? Why not Like us on Facebook? Show us and you'll receive a [reward] next time you use our service.
- Can you help us spread the word?
Mention and tag [Business Name] on [Facebook / Twitter / Instagram / etc] to receive a free [reward].

Provide Something that Customers Want to Share

- Don't forget to share your photos on Facebook!

Business Collaborations

- Hi [Collaboration Business Owner's Name],
It was really great having coffee with you last week and learning more about your business. I just wanted to let you know that I have referred 2 customers to you in the last few days – [insert customers' names]. They've both been regular customers of ours for quite a while and I think your service would suit them perfectly.
If you have anyone needing [your business' product/service] please send them our way and we'll make sure they receive the gold-star treatment :)
All the best,
[Your Name]

Implied Customer Referrals

- Now creating a beautiful new kitchen right here!
[Your Business Name, contact details]
- Looking after dogs in your area now!
[Your Business Name, contact details]