

# 50 WAYS TO GENERATE REFERRALS



[info@indusnet.co.in](mailto:info@indusnet.co.in)  
[www.indusnet.co.in](http://www.indusnet.co.in)

INDIA | UK | USA | SINGAPORE  
+91 33 2357 6070

# 50 Ways to Generate Referrals

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For any help or clarification,  
get connected with our experts at  
[info@indusnet.co.in](mailto:info@indusnet.co.in)

**Indus Net Technologies Pvt. Ltd.**

# 532, SDF Building, Sec V, Salt Lake, Kolkata–700091, India  
e: [info@indusnet.co.in](mailto:info@indusnet.co.in), [www.indusnet.co.in](http://www.indusnet.co.in)

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# 50 Ways to Generate Referrals

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# 50 Ways to Generate Referrals

## Introduction

Customers can make or break your brand image. As marketers are trying hard to devise new sales strategies to acquire more customers, referrals are often given a lot of importance as they clearly reflect the amount of trust on your brand and services. It helps you to understand the likability factor of your content. Referral traffic is genuinely inspired by the quality of your products and services and is more likely to drive revenue.

A satisfied customer will be more than happy to refer you to potential clients. Furthermore, it is far cheaper to acquire a referral customer as compared to other leads. And referral customers have a high lifetime value and loyalty. Besides that, we cannot forget that word of mouth plays a crucial role in many purchasing decisions.

Friends and relatives are naturally trusted more than reviews from other sources. Keeping this in mind; sales professional should be capable enough to ask for referrals from their happy customers and fans. The quality of referrals you get further depends upon how well your clients understand your business.

## 50 Ways to Generate Referrals

### How is this white paper going to help you?

Now that you realize the significance of referrals, marketers need to know the potential ways to do so. This intensive white paper will highlight the 50 most common, tried and tested ways of generating referrals. If rightly followed, it will probably alienate the need for telemarketing and cold calling.

Targeted towards marketers, it will serve as a guide to train their sales personnel to be more effective in generating referrals. Such methods will include referrals generated on social media, word of mouth referrals, blogs and website, by offering incentives, content marketing, marketing campaigns and asking customers to invite their friends to gain points and so on.

# Getting Referrals from **Existing Clients**

### **01** Figure out the ideal referral



If you are asking for a referral from your client, you must first understand what kind of referrals you want. An ideal referral obviously varies for every marketer depending upon the size of the client's company, turnover, structure, business and market served. With immense clarity in mind, your clients should be aware of the type of referrals you expect. This can happen only when you serve them perfectly and understand them well. This way, your clients will go an extra mile to provide you a solid referral.

### **02** Conduct a thorough research through your LinkedIn connections



LinkedIn is a great medium to find referrals. It is termed as professional social network for clear reasons. You already have a list of clients associated with you on LinkedIn. Explore the connections of your clients and find out the businesses or individuals that suit your needs. Pick up one client at a time and explore his/her connections. When you do find a suitable profile, request your client to introduce you to those connections. It will make your job a lot easier.

## 50 Ways to Generate Referrals

### 03 Choose a right time to ask for referral



A well-served client feels delighted to offer you some help. Ideally, a happy client feels that they owe you a favor. You get various opportunities of asking a referral when dealing with a client. The right time can be while preparing for marketing material, creating a sales process, during a follow-up process, after finishing the job or when client expresses upfront satisfaction. These are the various opportunities you get to request for a referral. But remember, not to use all of them. Clearly, it depends upon the level of interaction with your client.

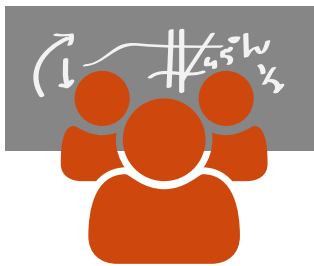
### 04 Give a referral to your clients



Adopting a give and take policy is the best way to move forward in a business. It is not only you who needs a referral. Many times, your clients are also looking for referrals to expand their business. Be proactive in giving those referrals once in a while to surprise your clients. It will consolidate your company's image in their mind and strengthen a personal bond between you and the client. Moreover, you can easily expect them to reciprocate by providing you a referral.

## 50 Ways to Generate Referrals

### 05 Organize a seminar for your clients



Organizing a seminar is a great way to come closer to your clients. Don't use it as a marketing platform for your company. Keep it informative and knowledgeable. Invite your clients and offer them to bring along a guest. You can suggest your clients who that suitable guest can be. The guests impressed by your seminar are most likely to request a meeting with you or recommend your services to their friend or client.

### 06 Overcome your fear of asking for a referral



Many sales personnel have a fear of asking for a referral thinking that they may sound desperate. It is not true until you have been labeled as pushy in your approach. Have faith in yourself and focus on the reasons that strengthen your business rather than your shortcomings. Work diligently for your client that you actually earn a referral. When the fear of asking is over, you automatically find more occasions for asking a referral and more casually.



## 50 Ways to Generate Referrals

### 07 Prefer asking a referral face-to-face



Do not commit a mistake of asking a referral on phone or on email until your business operates only in online mode. You may sound stupid and laidback otherwise. Use the opportunity during your face-to-face interaction with your client to request for a referral. Face-to-face interaction leaves a huge impact of your effort and ultimately helps you to win a referral. It also makes your client look essential for your business. Practicing a referral script is an added benefit to sound professional.

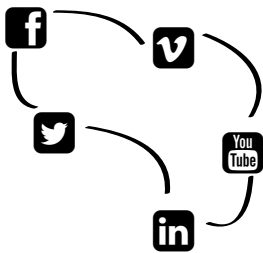
### 08 Offer extra visiting cards to your client



Asking for a referral can be accompanied by your sales collateral highlighting what your business does, how you help your clients and showcasing your products. Your client should be able to clearly define your business and give your contact information including email, phone, address and website. Do not forget to leave some extra visiting cards with your client.

# Getting Referrals on Social Media

### 09 Use social sharing widgets on your website



To expand the reach of your content placed on your website and blog, add links and buttons to your social media profile in Facebook, LinkedIn, Twitter, Google+ etc. This allows your visitors to share your content with their social media connections. You can reach new audiences by generating new visitors to your website. Place these widgets with all content you create including landing pages, individual blog articles and email content.

### 10 Use social media follow buttons



The agenda of having “follow us” buttons on your website and blog is again to increase the reach of your business across various social media networks. It is an indirect way of requesting your fans and followers to like your social media page. So, when people start talking about your company, you gain popularity and the list of followers goes on increasing. Such buttons should definitely be placed in “About Us” section of your web page and your blog’s homepage.

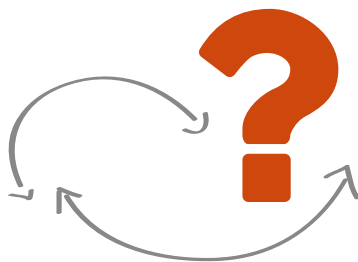
## 50 Ways to Generate Referrals

### 11 Be a part of community discussion



To begin with, join all the active social media communities related to your business interest. Make active contribution to the on-going discussion and state relevant points. You will definitely be noticed by your followers if you do that on a consistent basis. Besides that, being a part of the community, you can yourself start a thread on an intriguing topic. Invite your followers to share their opinion. Being a leader in discussion always works to your benefit.

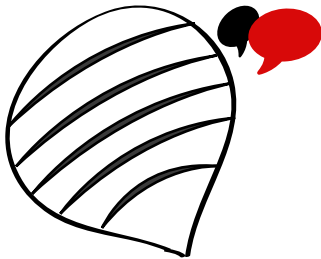
### 12 Ask your followers to invite friends



The request may sound too dry due to lack of face-to-face interaction and is likely to get ignored. This request must have some basis and ground work done by you. Invitation made on social media is either driven by high inspiration level of your followers that they abide by your request or they are self-motivated and highly impressed by your social media image or satisfied by your services that they invite their friends on their own. You must strive to be at the latter stage.

## 50 Ways to Generate Referrals

### 13 Use social commenting platform



Using a third party social commenting platform is followed by numerous benefits. Most of the social commenting platforms seamlessly integrate with social networking sites like Facebook and Twitter. Users are empowered to share their comments easily through these platforms and spread the word around. Besides that, they also offer real-time updates, email alerts, RSS feeds helping the users to keep a track of their comments and actively participate in community discussions.

### 14 Offer incentives



Offering incentives to your fans is another exciting way to gain referrals on social media. Incentives can be offered in the form of free e-book related to your business, subscription for monthly e-magazine at a discount or a company souvenir. Incentives can also be linked with a certain number of invitations sent by your followers.

## 50 Ways to Generate Referrals

### 15 Use personalized posts



Personalized message leaves more impact than a generic one. Congenitally, individuals look for a face behind a company. A human touch in your messages attracts them further. Social networks are the places where users feel free to express their opinion and share the same with their friends. They will never want to follow or associate with a company that makes false claims or that does not share appropriate content.

### 16 Be responsive



Your followers may frequently ask you questions to gain information or at times to test your knowledge. Ensure that you give them a satisfactory answer and clear the doubts raised by them. Be proactive in suggesting solutions to their problems. Share links of interesting blogs and websites. Direct them to the right source of information. If they are impressed by your capabilities, they'll definitely invite their friends to join your network.

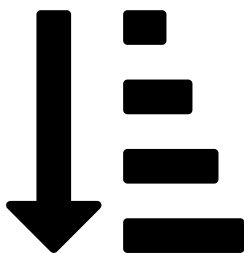
## 50 Ways to Generate Referrals

### 17 Maintain a professional tone



The advantage of using a professional tone is that your clients take you seriously. And it is far easier to maintain a consistency of language. But you can use a casual tone to sound friendly and you can do so for a change to surprise your fans. The important thing is that you must engage your customers. Use references to your company and explain them how your company is able to help them. Such interactions are often recalled by users in time of need.

### 18 Create quality content



Sharing quality content is the only way to gain recognition on social media. Quality content is the one that offers value for the time the viewers spend reading your content. Users are highly aware and particular about who want to follow. The likes and follows can soon turn into unlike and un-follow if the customers are not happy or if they don't get sufficient information. Good content not only generates new referrals but also builds trust on your brand in the online community.

## 50 Ways to Generate Referrals

### 19 Run contests



Many companies run contest on social media to get exposure and get their target audience to associate with them. A contest is often started with the declaration of prize. A prize could be a cap/tee/shirt with company's logo. It could also be free movie tickets or free coupons to local restaurant depending upon your target clients. Run the contest professionally with fair rules. Invitation to friends and liking your page could act as their participation fee. This way the list of contestants will enlarge and the contest becomes competitive. Fairly select a winner and declare the winner on your webpage talking about what led him to win the contest.

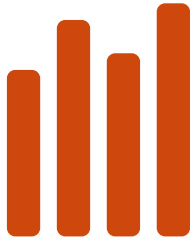
### 20 Be innovative



You have to be creative on social media and do things differently to gain referrals and create a unique identity for your company. You can request your fans to give their feedback about your content and how your content or product made a difference to their business. Share their experiences and hear their stories to get closer to them.

## 50 Ways to Generate Referrals

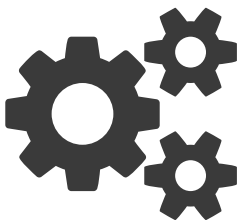
### 21 Build upon your competitor's method



Keep a track of your competitor's move. Understand what social media strategies are being used by them to influence the customers. What is the quality of content being used and how are the customers reacting to the posts? Take into account both successful and unsuccessful strategies so that you can improve upon them and learn from their mistakes respectively. Specifically observe how your competitors manage to get more referrals, likes and shares.

## Launch a Referral Marketing Campaign

### 22 Excellent customer service



A satisfied customer will definitely recommend your website to his friends and relatives. If you run an online store, try to find out the satisfaction level of the customers. Are they happy with your post-purchase support? Do you address their concerns after sales? Conduct an online survey addressed towards your customers and improve the service levels.



## 50 Ways to Generate Referrals

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### Buying experience on your online store



Purchase experience is dependent specifically on the website design. The availability of products, sufficient inventory, seamless navigation, product search, ease of sign up, guest purchase and a secure payment gateway are some of the basic factors that facilitate a comfortable buying experience. Product information and query also forms an essential part of buying. The ease of buying will help you in getting more referrals.

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### Use Google Analytics to track your referral source



Google Analytics allows you to track the sites that are directing or referring people to you. By studying the analytics, you can figure out the most important websites. This will help you to define your direction of work. You can build relationship with those website owners and other similar website owners to drive more traffic to your website by further mentioning, starting a referral program to share profit and writing a guest post for them. You can not only track your visitors but also find out which customers are referring you.

## 50 Ways to Generate Referrals

### 25 Product delivery and unpacking experience



From a customer point of view, everything matters including the aesthetic aspect. The delivery has to be hassle free and as per the convenience of the customer. The delivery receipt should be simple and the person who delivers should be pleasant. Product packaging plays an important role in impressing the customer. At a fundamental level, the product should be carefully packaged to avoid any damage during transport or while unpacking. But to make it unique, you can use innovative packaging techniques to impress the customer.

### 26 Make referral an easy job for customers



Your customers can help you out in getting many referrals if you assist them in doing so. Many customers feel like sharing your products and services with their friends. But the trouble is how to do it conveniently. Create message templates for customers to help them share the product or company information with ease. Coincidentally, it also acts as Call-to-action. If a customer is able to announce that he has purchased your product like what Amazon does, it has a far reaching effect on your business.

## 50 Ways to Generate Referrals

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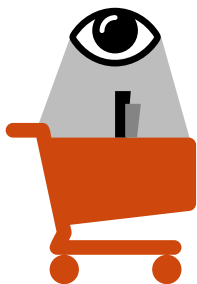
### Explore the untapped power of influencers



Influencers are a sure short way of getting referral to your website. Identify influencers who match closely with your target market. Influencers can be popular bloggers, critics, whose opinion count a lot and have a significant impact on a large group of people. Influencers can also be some of your popular customers who have actually experienced your product and most likely to make strong referrals.

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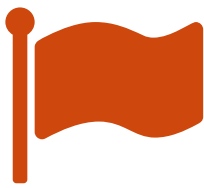
### Request customers to review your product



How much ever you try to convince the target audience, it is the review of your satisfied customers which matters the most to them. Request your customers to review your products after purchase. Good reviews will help you to generate more traffic. Even if it does not get you new referrals, it will certainly convert hot prospects into customers.

# Launch a Referral Marketing Campaign

### 29 Lay the foundation



Sales personnel have a habit of asking for referrals once the service or product is delivered. There is nothing wrong in it though, but it sounds more like a formality and clients give an unpersuasive nod. It is far better to induce the topic of referral during the sales process. Let your clients know that your business operates principally on word-of-mouth referrals. And that it has been possible solely because you have been providing excellent customer service and support.

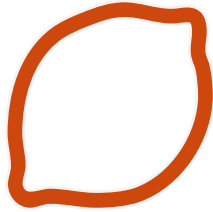
### 30 Time-bound referrals



Even a happy customer does not often go out of the way to provide you a referral. It is a bitter truth that your clients have nothing to do with the number of customers you have. They may provide your reference only when some friend or relative asks for some references for the service you provide. A time-bound referral, on the other hand, linked with a bonus will actually drive your customers to think about and give you the right referral you have been looking for. They will be ready to go an extra mile to introduce you to them.

## 50 Ways to Generate Referrals

### 31 Clarify the type of referrals you expect explicitly



Your clients don't know your business as well as you. And when the stakes are high, you don't want unsuitable referrals as it costs both time and money to meet them. Rather than leaving it to the clients to decide the best referral, create a proper referral selection process. Define the basic parameters that echo about your ideal referral. Make sure that the clients understand your demand.

### 32 Surprise your customers



In a time where every company is striving hard to win the customers' trust, it is not amusing for customers to get a surprise. But customers are really impressed when you surprise them with an offer or a gift when they expect the least. It could be possible that you have been quite straight-forward about your pricing or service packaging. It is this image formation that customers are awestruck when you present them something like a freebie or a free consultation.

## 50 Ways to Generate Referrals

### 33 Express heartfelt gratitude



Customers are the foundation of your business. But most businesses remember this only till the service is delivered. It is a great idea to remember your customers and send them a handwritten thankful note for associating with you. This small gesture goes a long way and gives a humane touch to your brand.

### 34 Make referrals an integral part of your system



Referral system and processes are likely to get ignored when dealing with daily crisis in the business. But then, you are really missing out on important new customers. One may argue that it is not the only way to get new customers. For small-scale business word-of-mouth referrals is the only way of survival. If you are using a CRM, make sure referrals are given a considerable share.

## 50 Ways to Generate Referrals

### 35 Remind them to refer you



Customers are always willing to help you provided you keep reminding them from time to time. Keep a communication line open with all your past and current customers including a request for referrals. A monthly reminder in the form of email or SMS expressing gratitude and a reminder for referral is an interesting way to keep you alive.

## Generating Referrals through Emails

### 36 Create awareness about your company



There are many things that you would like to share with your customers. Share interesting facts about your company. Tell them how you started the company, your academic background, on-going efforts made by your company and what you are striving to achieve. All these details intrigue the clients and they get to know you better and refer more.

## 50 Ways to Generate Referrals

### 37 Share customer success stories



There is nothing better than sharing the true stories of customers. Let your prospects know how you have helped people to realize their dream with your expert advice. Customers are often wary of the fact that not every business is the same. Tell them how you have conquered the trust of your clients despite varying business needs. With due permission from your customers, you can share their contact details in case the prospects wish to contact them.

### 38 SEO friendly content



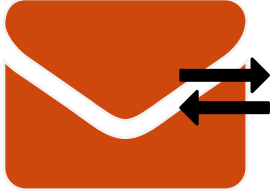
Create a newsletter that discusses news and development in your business domain. Introduce new terms relevant to your business. Update them about the latest trends in the market if you run a digital magazine. Make sure that the content is original and posted on your website as well to increase its reach and get more leads.



## 50 Ways to Generate Referrals

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### Request customers to forward the emails



Customers have a huge tendency to share quality content with their friends in business community. If they are happy with the content you provide, they will definitely forward it to their contacts. Mention at the end of the email that their support matters the most for you and request them to forward it.

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### Send interesting offers



Create interesting introductory offers to get more customers on-board. Many customers take action when an interesting offer comes their way. You can offer one-month trial subscription for your weekly magazine and a discounted price for six months. This gives you a chance to rope in leads and send interesting content. Customers won't mind paying if they are satisfied with the content.

# Using **Content Marketing** to **Generate Referrals**

### **41** Curated content



Curated content is a compilation of information from various sources to deliver a meaningful content for your readers. There are various tactics to create curated content. Post your content on social media including a relevant link and you will receive comments. These comments are original and can be easily compiled. Similarly, be an expert on the right sources of information including e-magazines, articles, newsletters, and blogs to collect and compile relevant information.

### **42** Invited content



Look for complementary blog writers who have been creating interesting content. Offer to write for their blog or invite them to write for your blog. Either way it helps you in reaching more customers. When you write for them, visitors of that blog will get to know you. Similarly, when others write for your blog, visitors of those blogs will be directed to you through back links.

## 50 Ways to Generate Referrals

### 43 Co-branded content



Co-branding content is done to take advantage of customers of established partners. Supposedly, you have created an eBook which is rich in content and is being shared with your customers and prospects. To further generate referrals, you co-brand the eBook by mentioning your branding partner's contact details. This encourages them to share your eBook with their customers. So, it's a win-win situation for both the parties.

### 44 Content presentation



The content you created is already being presented to your clients and prospects. Gradually, you gain a reputation of content master by consistently producing quality content. When your strategic partners invite you to present your content to their valuable clients, it's a big opening for you. You get a chance to interact with pre-qualified lot of target audience.

## 50 Ways to Generate Referrals

### 45 Customer-generated content



Another interesting way to generate referrals is listening to the customers. Ask customers different questions from time to time on your blog, website or social media webpage. Questions may include what they think about your company, why did they choose your product, how has it helped them and so on. Such content will generate a lot of curiosity if you select the best answer and award the winner.

## Miscellaneous Ways to Generate Referrals

### 46 Congregate appreciation received from different mediums



Customers like to appreciate out of free will when they are truly satisfied by your services. They can be kind enough to send you a handwritten note, an email, a gift, SMS, or write a testimonial on your website. Compile all these scattered notes of appreciation and record them in a file. Seek permission from individual customers to use their comments for marketing purposes on your website.

## 50 Ways to Generate Referrals

### 47 Show how happy your customers are



Visitors are delighted to see smiling faces of satisfied customers. Do not miss any chance of clicking photos of your customers and you together, whenever you get an opportunity like during a seminar, after a successful meeting, or after sales completion. Capture these happy moments and use them as a collage and publish it in the monthly issue of your company and post it on social media, blogs and email.

### 48 Start a YouTube channel



Creating videos and posting them on YouTube is one of the most successful ways of getting referrals. Videos are comprehensive and give a great deal of information in a short time. Create short videos about your product and services. Share your experience of working with valuable customers by appearing on the camera. Speak about the challenges you faced while working with them. Request your customers and prospects to subscribe to your channel.

## 50 Ways to Generate Referrals

### 49 Paid advertising on other sites



The trick here is to find out the sites related to your business frequently visited by your target audience. Publish your ad on these websites and blogs to get traffic to your website. Analyze the result of your Ad campaign through Google Analytics and experiment by changing your hosts. Keep a budget in mind and spend accordingly.

### 50 Advertise in a local magazine or newspaper



Find out the magazines in your area that best represent your business domain. It cannot be a commercial magazine for mass audience as they are highly expensive to advertise and it may not reach your target audience at all. Similarly, advertise in the classified section of a local paper read by your target audience.

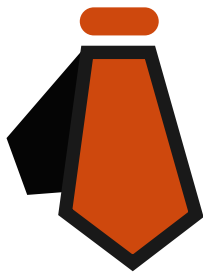
# Two Bonus Tips to Increase Referrals

### 01 Sell your content

This technique is not used to earn any significant amount of money but just to create curiosity and recognition for your company. Free content is usually not given so much importance as paid content. Price your content like eBook at a bare minimum price and auction it on eBay and see what response you get.



### Visit job fairs and interact with the candidates 02



Go with your flyers, business cards and other marketing material at the job fair. People have a plenty of time at the fair during their waiting time. Interact with them and tell them what business you do and how you help your clients. Communication always helps. You'll meet interesting people who show interest in your business. Exchange cards during the conversation and request them to visit your website for more information.

## 50 Ways to Generate Referrals

### Final Thoughts

As we can understand, Twitter is a powerful tool to reach your target audience without spending a lot of money. If you choose to use their advertisements, you will have to spend a small fraction of what you would spend on conventional ad campaigns.

The best features of Twitter marketing are its ability to target the right audience with precision, learning about who could possibly be your target audience on Twitter, what they like and understanding all this data with the help of powerful analytics. By integrating your marketing efforts with Twitter, you will be able to scale your efforts and maximize marketing impact. Twitter community also provides knowledge about promotional strategies and helpful tactics.

If you find it difficult to understand Twitter and how it can help your business, do not hesitate to contact a reliable digital marketing agency. We have helped scores of businesses with Twitter marketing and we have witnessed their success along the way. Certainly, Twitter is not only a broadcast medium and a social networking site, but it is also a powerful marketing tool.



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### Kolkata

(Head Quarter)  
4th Floor, SDF Building,  
Saltlake Electronic Complex,  
Kolkata-700091,  
West Bengal, India

### Chennai

1st Floor, Millennium Tower,  
146, Nelson Manikam Road,  
Chennai 600029,  
Tamil Nadu, India

### New Delhi

B-25, 2nd Floor, Sec 64,  
Noida 201301  
India

### Mumbai

11th Floor, Tower  
B, Peninsula  
Business Park,  
S.B. Road, Lower Parel,  
Mumbai-400013, India

### London(UK)

Indus Net Technologies  
Pvt. Ltd.,  
6 Hays Lane,  
London, SE1 2QG  
United Kingdom

### Boise (USA)

Indus Net Technologies Inc.,  
507 1/2 W Hays St,  
Boise, ID 83702,  
USA

### Singapore

Indus Net Technologies Pte. Ltd.,  
1 North Bridge Road,  
#19-04/05,  
High Street Centre,  
Singapore(179094)



[info@indusnet.co.in](mailto:info@indusnet.co.in)

Ph: +91 33 23576070

[www.indusnet.co.in](http://www.indusnet.co.in)

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