



3 Crucial Tips to Win Refer-a-Friend in 2016

hello@extole.com

The speakers



Jen Gray

Director of Marketing

Extole




Chris Duskin




VP of Marketing

Extole

Get \$50 When You Refer a Friend to

Thanks for being a great customer! Dixie Dalton would love to help your family and friends with their next project -- plus, you'll get some extra spending money.



Refer a Friend

Give \$50, Get \$50!

SHARE WITH EMAIL

Your email

Your friend's email

Hey! Blinds.com is offering you \$50 off your \$299+ order as a referred friend. If you're looking for custom window treatments like blinds, shades and shutters use my link below!

[SEND EMAIL](#)

[Email My Stats](#)

Here's How Your Friends Can Reach Dixie Email: ddalton@blinds.com Call: 1-800-505-1905 x5301

ALL IT TAKES IS 3 EASY STEPS.



1. TELL A FRIEND

Use the form above to send your friends an email about Blinds.com's easy window treatment experience.



2. THEY ORDER WINDOW TREATMENTS

We're sure your friends will find something they love -- they'll even save money compared to prices in stores.



3. YOU GET \$\$

You'll get a \$50 Visa gift card when your friend orders \$299+. We'll send up to \$500 in gift cards if 10 friends listen to your awesome window treatment advice.



Refer a Friend

Give \$50, Get \$50!

SHARE WITH EMAIL

From: jen@extole.com [not you?](#)

nacosta@extole.com ✕



Hey! Blinds.com is offering you \$50 off your \$299+ order as a referred friend. If you're looking for custom window treatments like blinds, shades and shutters use my link below!

SEND EMAIL

[Email My Stats](#)

<http://friend.blinds.com/v2/share/>

COPY

From: jen@extole.com
Subject: Thought you'd be interested – check out Blinds.com
Date: February 15, 2016 at 8:41:51 AM PST
To: nacosta@extole.com



Thank You For Sharing

\$50 Off Amazing Window Treatments!

Hi,

Hey! Blinds.com is offering you \$50 off your \$299+ order as a referred friend. If you're looking for custom window treatments like blinds, shades and shutters use my link below!

My Design Consultant Dixie Dalton was so helpful! Dixie Dalton will help save you time and money on your order--you'll even get \$50 off an order of \$299 or more because I referred you.

Name: Dixie Dalton

Phone: [1-800-505-1905](tel:1-800-505-1905) x5301

Email: ddalton@blinds.com

Visit Blinds.com

Happy shopping and all the best,
Your Awesome Friend

Lucky you! Your friend gave you \$50
off your \$299+ order!

Ready to shop!? Copy the coupon code below to
get the best look and deals in your windows.

Your friend shopped with Design Consultant
Dixie Dalton and thinks that you should too!

Call Dixie at: 1-800-505-1905 x5301 or email at:
ddalton@blinds.com

You'll receive a special \$50 discount for being referred
by your friend and help with design advice and
free samples.

RFL02-848-VQRWV



Your [Blinds.com](#) Order#: 298023

To Our Favorite New Customer:

We've received your order — you've got great taste! You're one step closer to beautifying your windows. Your order details are below.

What to Know:

- Your new window treatment is one-of-a-kind, built from the ground up. We're going to make sure it's right.
- Review your order below and call us immediately if you find any errors. Once your order enters production (usually within 12 hours), it cannot be changed or canceled.
- You can track your order every step of the way! [Click here to track your order.](#)
- If you receive only part of your order, don't worry. We ship each product as it is completed, so that you get it quickly.
- We're just as excited as you are for you to meet your new window treatment. If you have any questions, please [contact us](#).

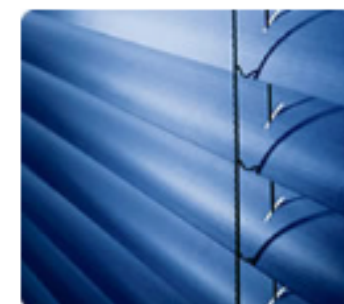
Love,

[Blinds.com](#)

P.S. Don't forget to view your order status online!

[Click here to track your order.](#)

ORDER SUMMARY



**LEVOLOR: 1" RIVIERA ONE MINI
BLIND**

NAME OF ROOM:

WIDTH: 36 0/0

HEIGHT: 60 0/0

MOUNT: Inside

COLOR: White 110

TILT CONTROL: Tilter-Left / Lift-Right

SUREFIT™ – GUARANTEED TO FIT!:

Yes

QUANTITY: 6

UNIT PRICE: \$55.00

TOTAL: \$330.00

EST. PRODUCTION TIME: 6 days

EST. DELIVERY DATE:

Thu 08/21, 2014 - Mon 08/25, 2014

SPECIAL INSTRUCTIONS: None.

SUBTOTAL: \$310.00

ORDER PROCESSING: \$4.95

TAX: \$0.00

SHIPPING: \$0.00

PROMO: \$-20.00

ORDER TOTAL: \$314.95

Thanks for sharing Blinds.com!

Inbox x



Blinds.com do-not-reply@blinds.com via email.referral-mail.com
to jen

8:41 AM (3 minutes ago)



Thank You For Sharing



Hey, thanks for sharing!

Welcome to the Blinds.com Refer A Friend program.

Thank you for sharing us with your friends and family, it means a lot!

For each friend you refer that makes a qualified purchase using your referral link, they'll receive \$50 off their \$299+ order and **you'll receive a \$50 Prepaid Visa Gift Card** (awesome!!).

The more you share Blinds.com, the more chances you have to earn - click the button below to share some more!

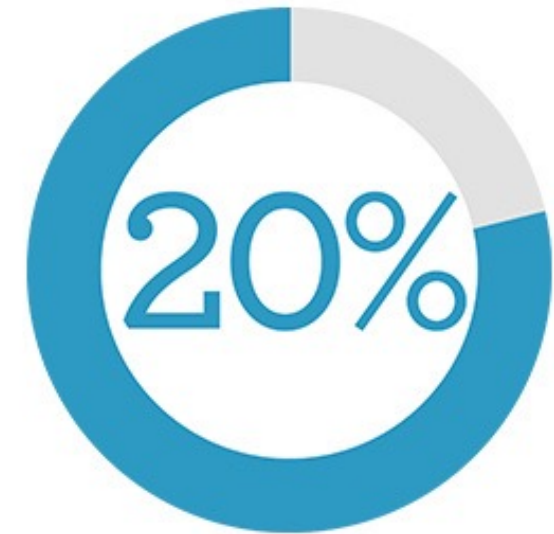
[Refer More Friends »](#)

Referral Marketing

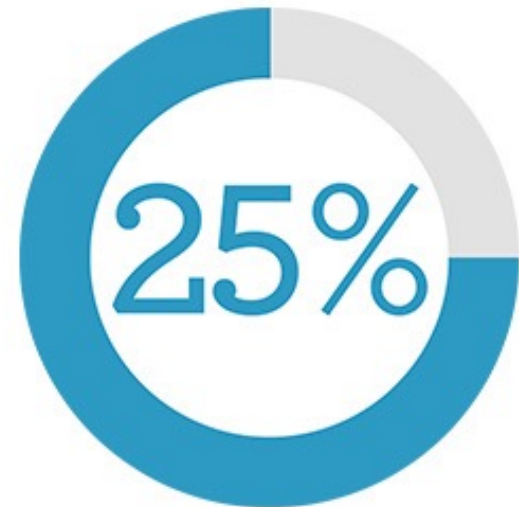


Do you have a referral program?

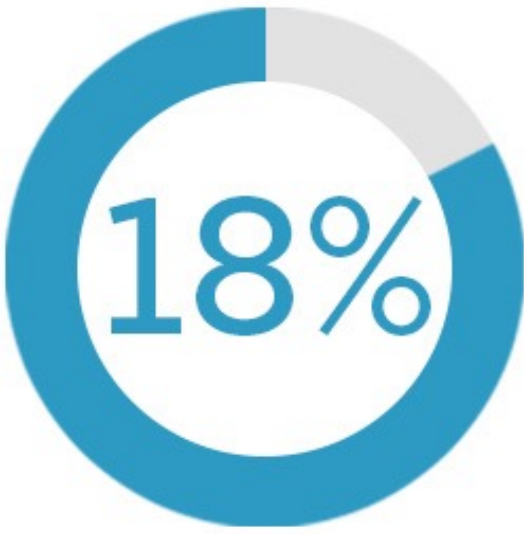
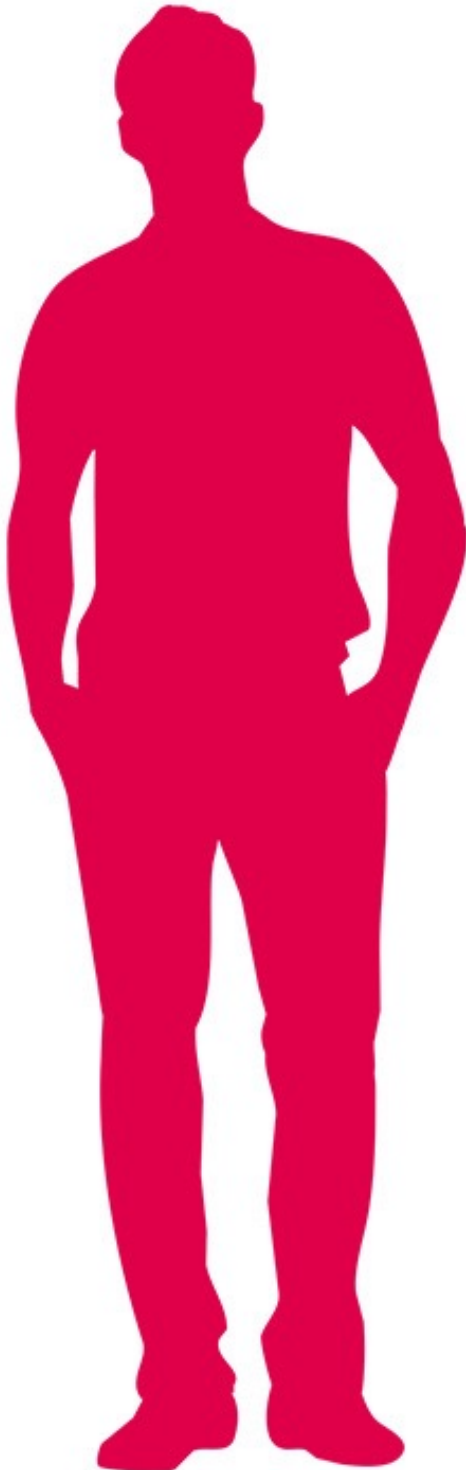
Referred Customers are Better Customers



HIGHER AOV
(AVERAGE ORDER VALUE)
EACH YEAR



HIGHER LTV
(LIFETIME VALUE)

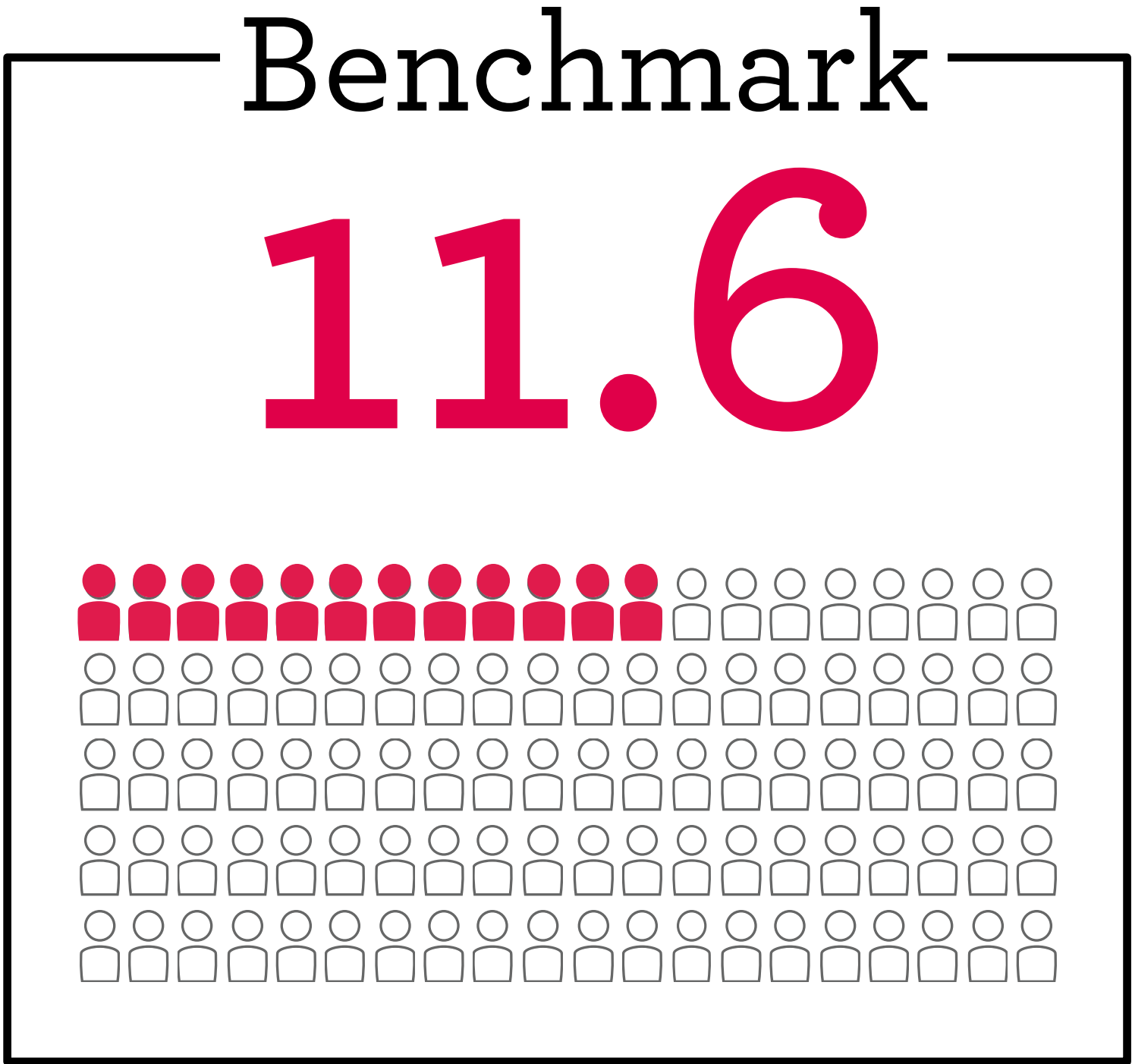
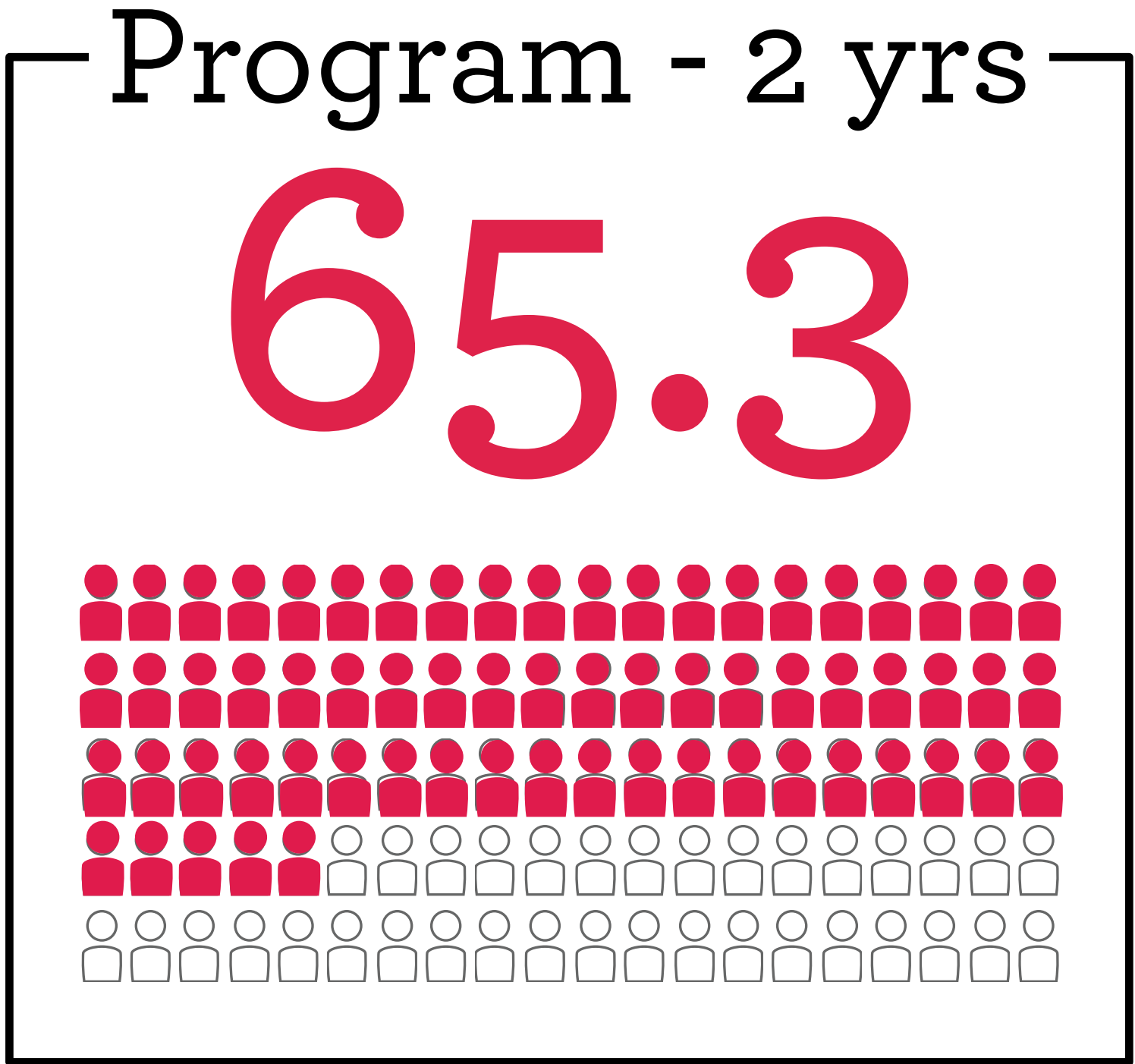


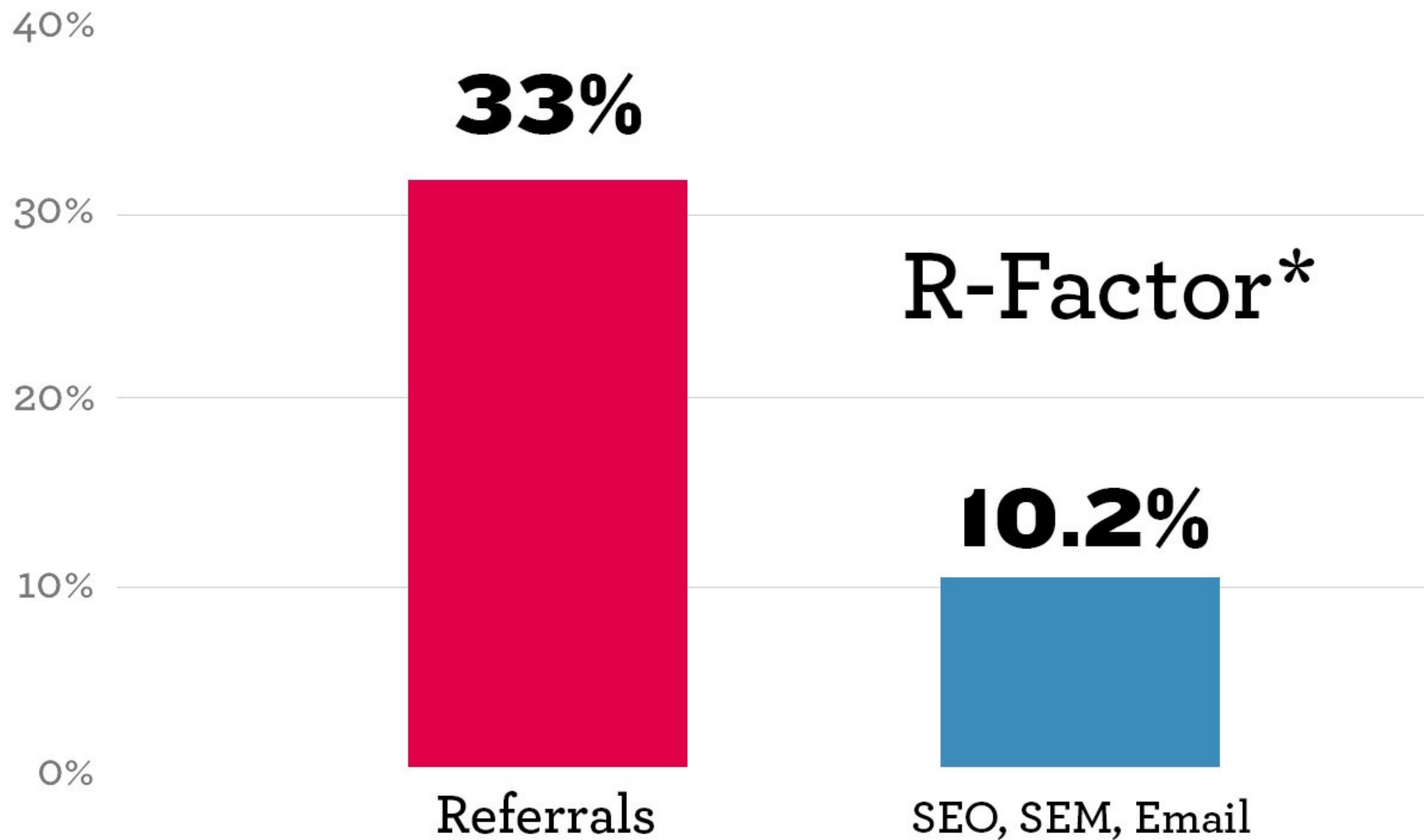
LESS LIKELY
TO CHURN



MORE PROFITABLE

Conversions per 100 Advocates





*Percent of people from that channel who go on to refer themselves

So, how can you rule referrals?

The Referral Funnel

ADVOCATES

Tmpressions

#of times your program offer was seen

Advocate Clicks

#of advocates who saw the share experience

Advocates

#of advocates who shared

Shares

#of friends who saw a share

Friend Clicks

#of friends who purchased

Conversions

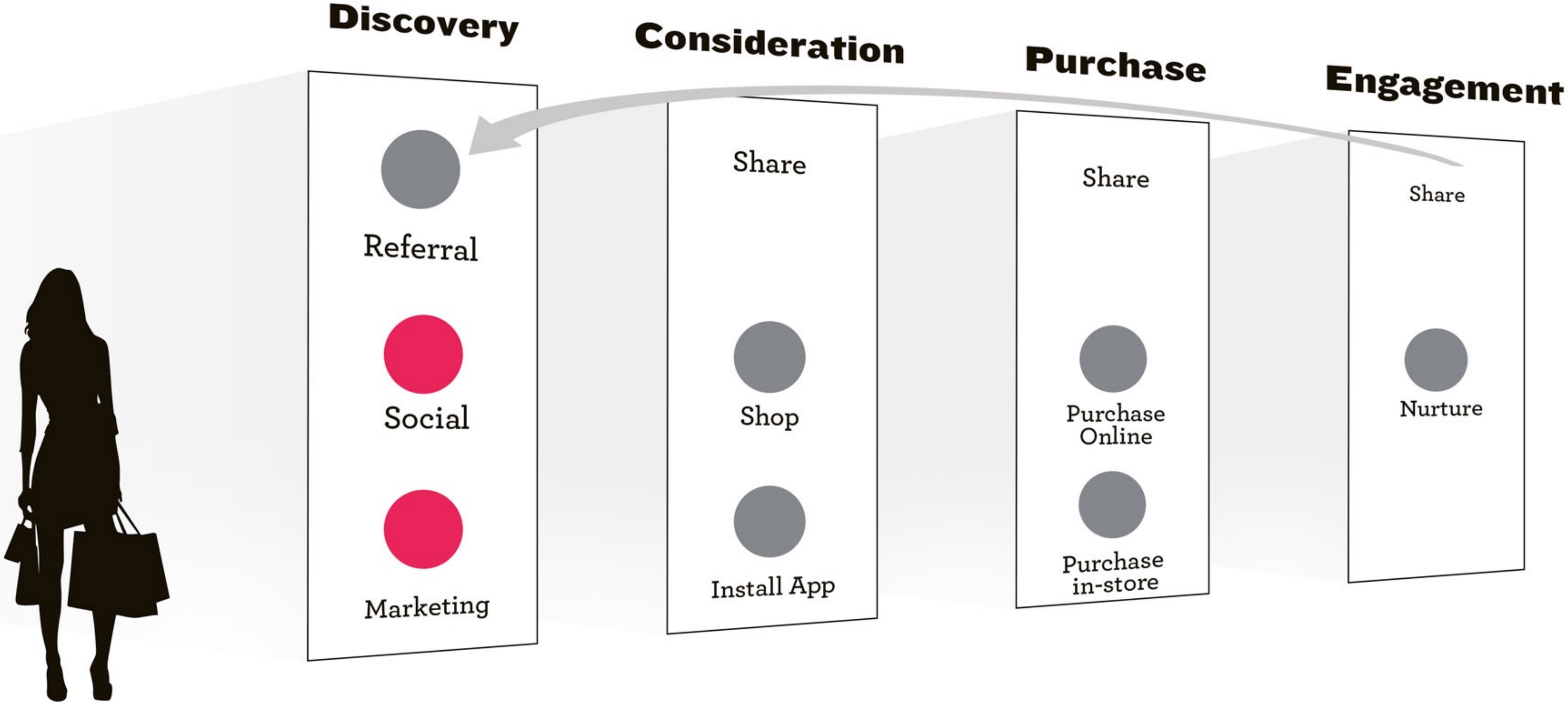
#of friends who purchased

Revenue

revenue generated from friend conversions

FRIENDS

The Customer Journey



Focus on the referral journey

Tip #1:

Make your referral program
readily available

Promote it


Send dedicated promotional emails



View this email in a [web browser](#)

JULEP Maven

JOIN MAVEN SHOP WEDDINGS MEET JULEP BLOG



INVITE FRIENDS GET ALL YOUR FAVES


It's never been easier to refer a friend to sign up for Julep's monthly beauty box. Every time someone joins, **you get a \$15 credit to spend at julep.com.**


[INVITE FRIENDS](#)

How it works

- 1. YOU INVITE**
Introduce friends to our monthly beauty box
- 2. FRIENDS JOIN**
They'll get their first box free for joining
- 3. YOU EARN**
You'll get a \$15 credit when they join

GET THE SCOOP ON BEAUTY [f](#) [t](#) [i](#) [p](#) [v](#) [b](#) [e](#)

MEN'S • WOMEN'S • ABOUT AG  FOLLOW: [f](#) [i](#) [t](#) [v](#) [p](#)



EARN \$15 REFER A FRIEND

TELL A FRIEND ABOUT AMERICAN GIANT. THEY GET 15% OFF, AND YOU GET \$15 OF CREDIT WHEN THEY PURCHASE.

[REFER NOW](#)



FREE SHIPPING +\$75. FREE RETURNS (USA)

[MEN'S](#)

[WOMEN'S](#)

[BLOG](#) | [REFER & GET \\$15](#) | [SERVICE](#) | [LOGIN](#) | [CART \(0\)](#)



#BEGIANT

TENACIOUS, GRITTY, OPTIMISTIC, UNIQUE.
WE'RE INTRODUCING OUR NEWEST SWEATSHIRTS BY
FEATURING NYC WOMEN WHO INSPIRE US.

MADE IN USA

[SHOP WOMEN'S ESSENTIAL NOW](#)





SHIRT SALE BLOWOUT



SHOP NOW

USE CODE CYBMON

TOM'S PICKS

Hand picked by our resident menswear expert

CUSTOM SHIRT SALE

Every inch is a custom-made experience





FINALLY. Healthier Hair, Radiant Results

Permanent Hair Color
[SHOP HAIR COLOR](#)

Semi-Permanent Hair Color
[GET GLOSS](#)

Quick Coverage On-The-Go
[BUY ROOT TOUCH UP](#)

Call us at 1.888.550.9586 or email for a free professional consultation.

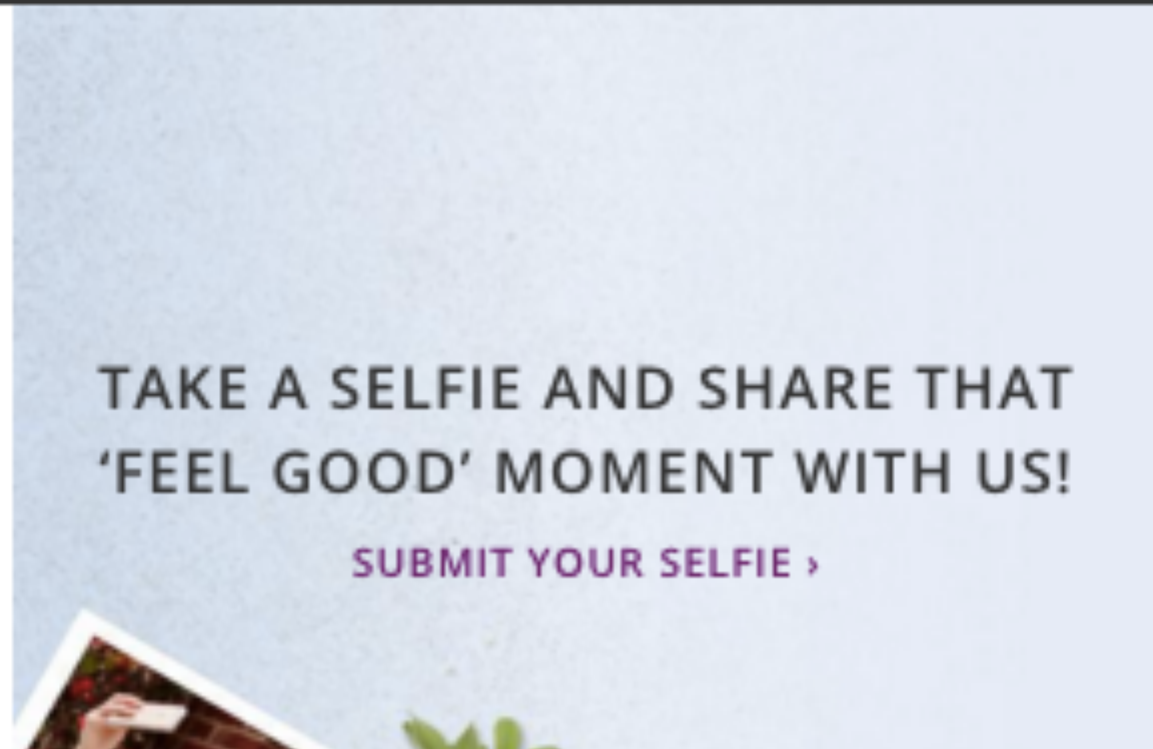
GET ON THE LIST

Get the exclusive promotions, news



TAKE A SELFIE AND SHARE THAT 'FEEL GOOD' MOMENT WITH US!

[SUBMIT YOUR SELFIE >](#)



BETTER INGREDIENTS BRILLIANT RESULTS

[LEARN MORE >](#)

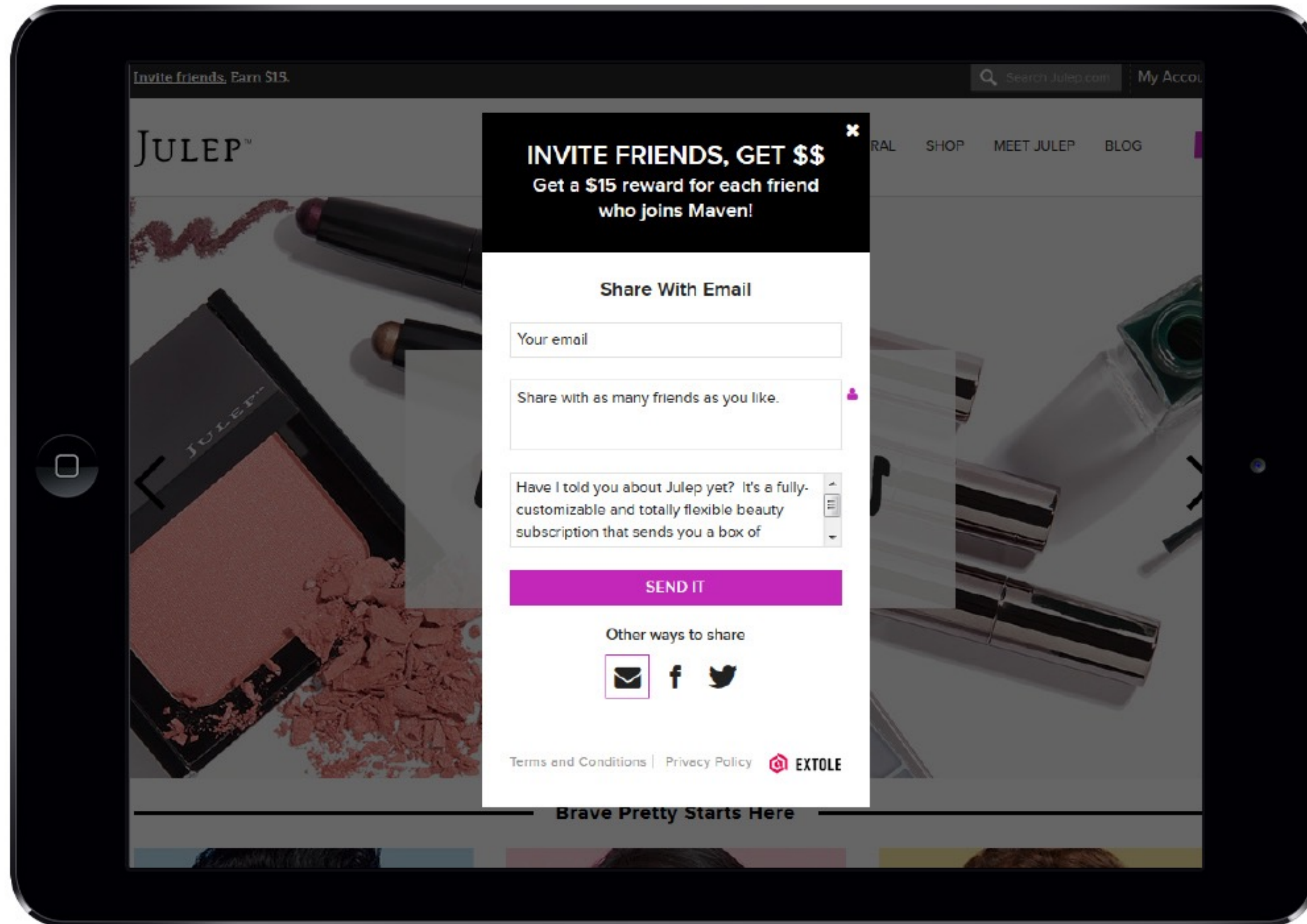


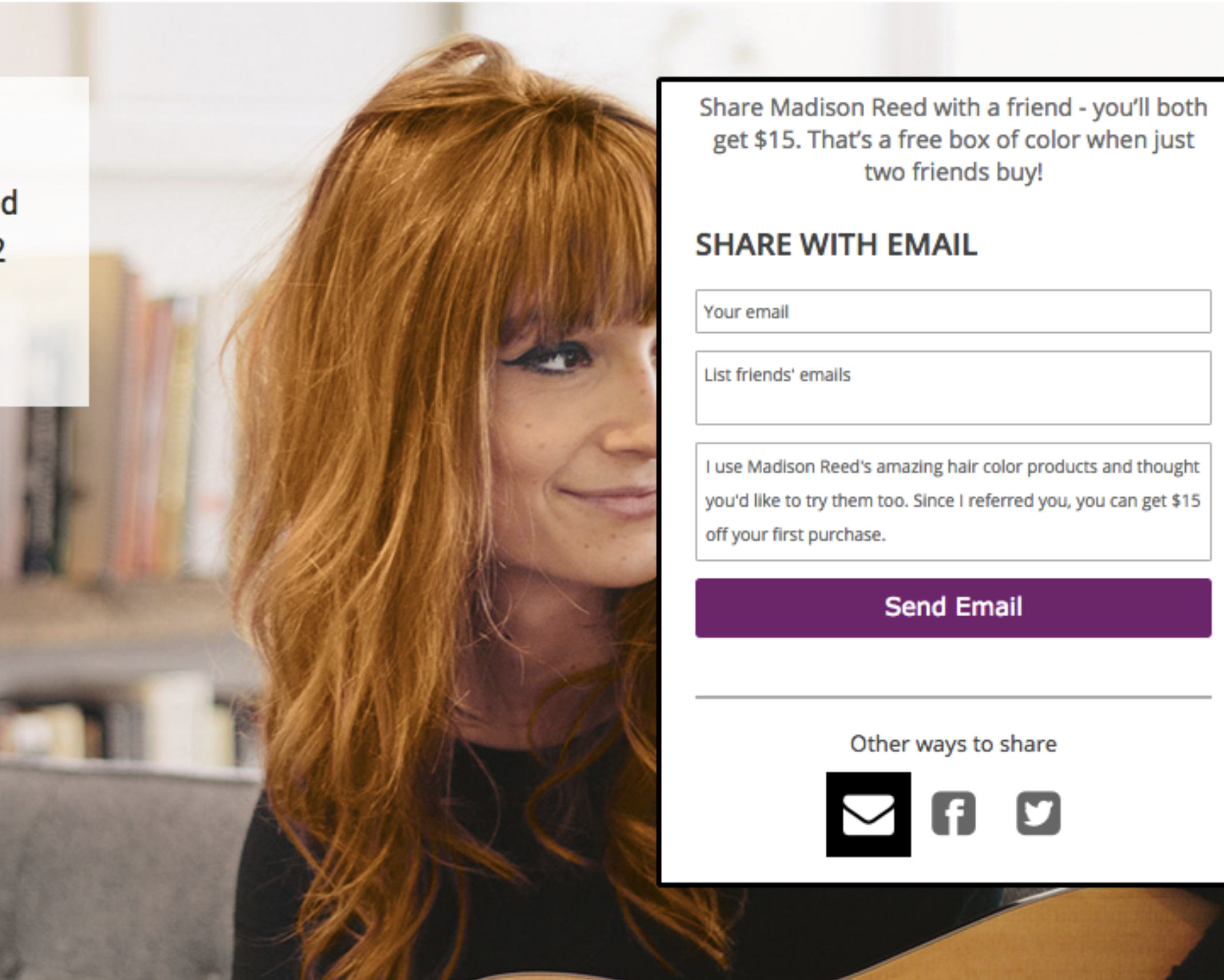
GET
FREE SHIPPING
ON YOUR FIRST
PURCHASE

[ACTIVATE MY OFFER](#)

[Chat with a Colorist now](#)

Open Sharing, for everyone





Share Madison Reed with a friend - you'll both get \$15. That's a free box of color when just two friends buy!

SHARE WITH EMAIL

Your email

List friends' emails

I use Madison Reed's amazing hair color products and thought you'd like to try them too. Since I referred you, you can get \$15 off your first purchase.

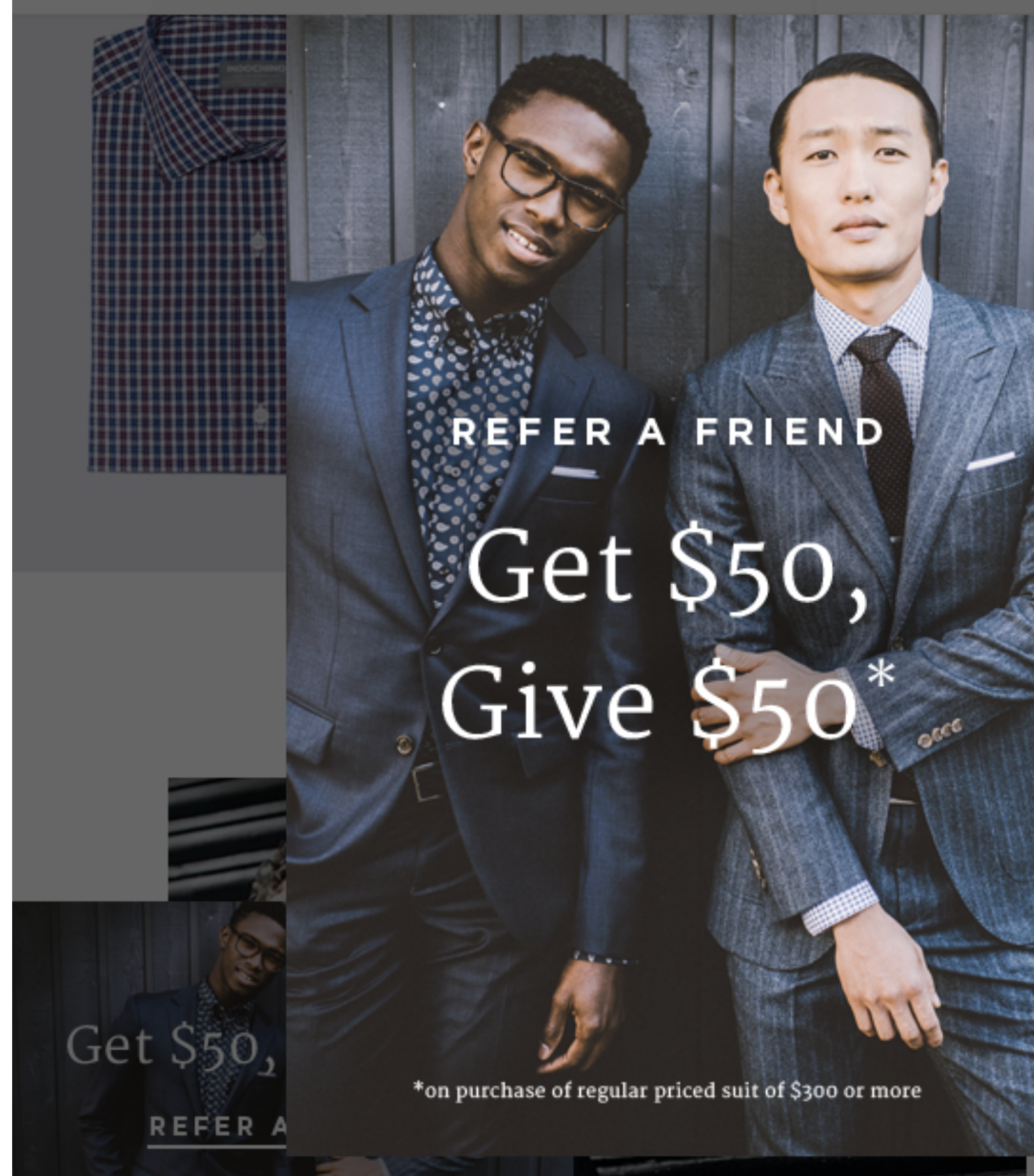
[Send Email](#)

Other ways to share

INDOCHINO
CUSTOM MENSWEAR

NEW SUITS SHIRTS SALE MORE

SHOWROOMS WEDDINGS ABOUT MY ACCOUNT



REFER A FRIEND

Get \$50, Give \$50*

*on purchase of regular priced suit of \$300 or more

SHARE WITH EMAIL

From: reed.kamler@gmail.com [not you?](#)

Your friend's email

Indochino makes great fitting, stylish and affordable suits. Here's \$50 to get you started on your first suit. Enjoy!

[SEND EMAIL](#)

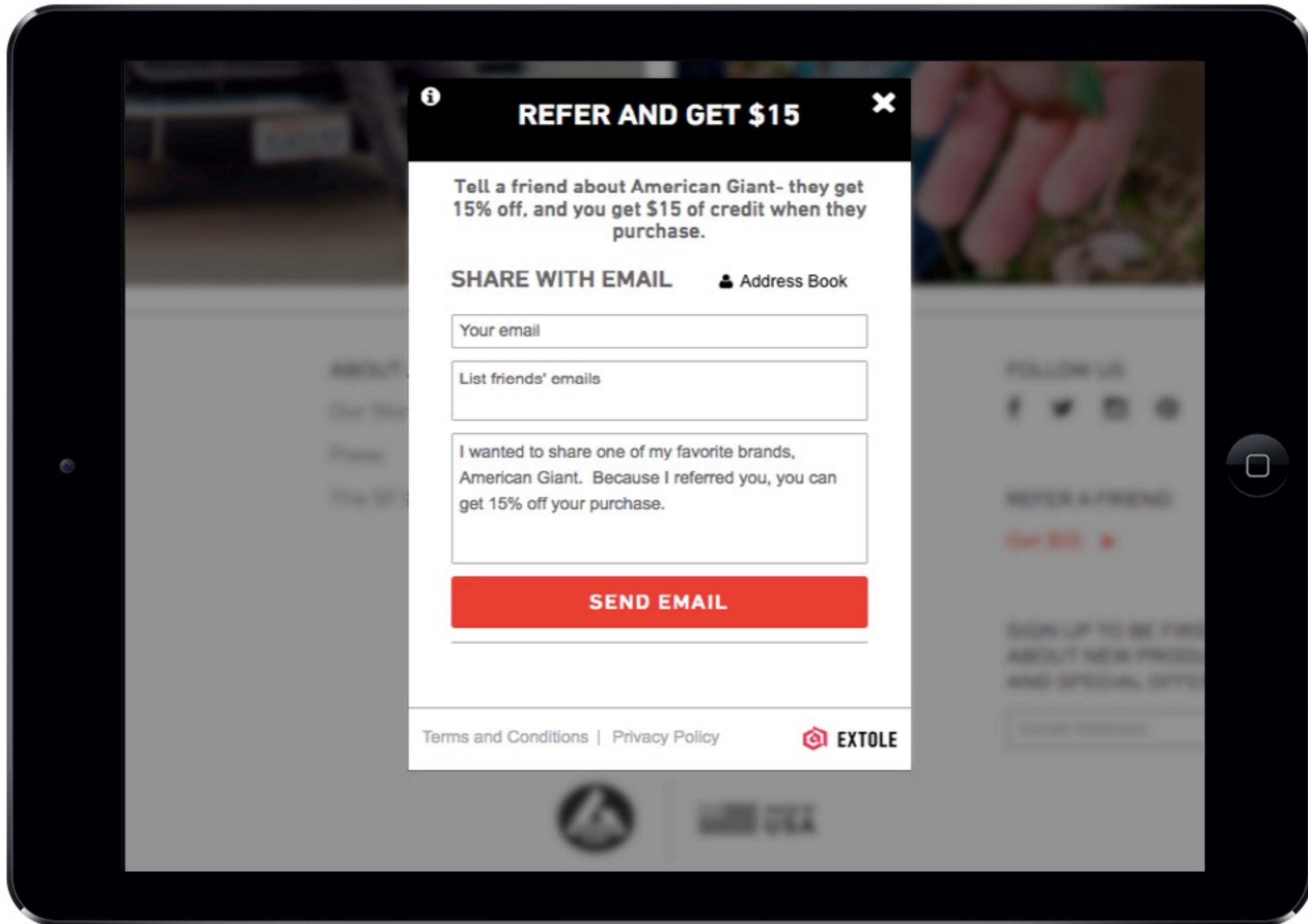
YOUR PERSONAL LINK

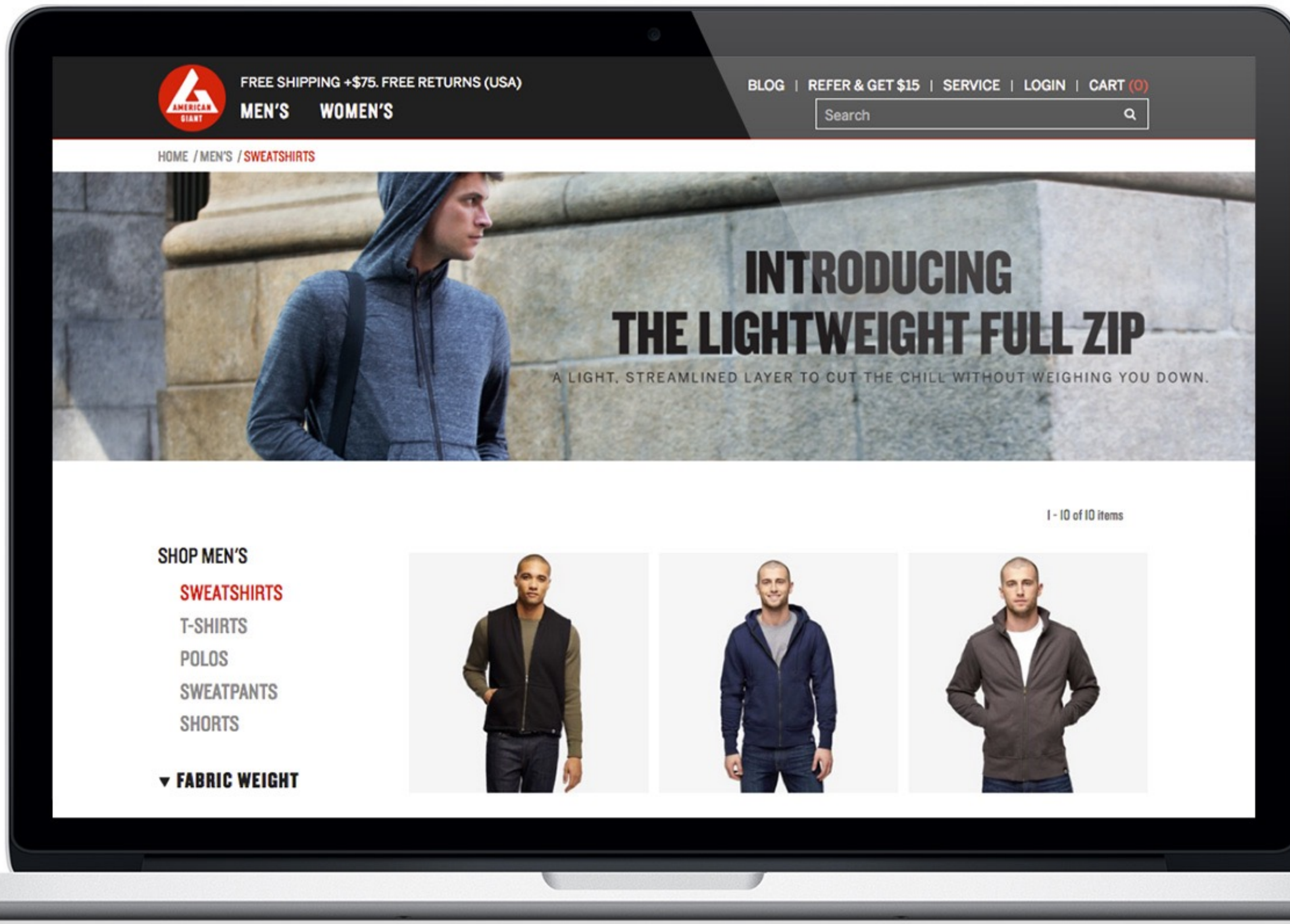
<http://share.indochino.com> [COPY](#)

[Send me my referral history](#)

Your rewards will be sent to reed.kamler@gmail.com. Not you?

[Terms and Conditions](#) | [Privacy Policy](#)

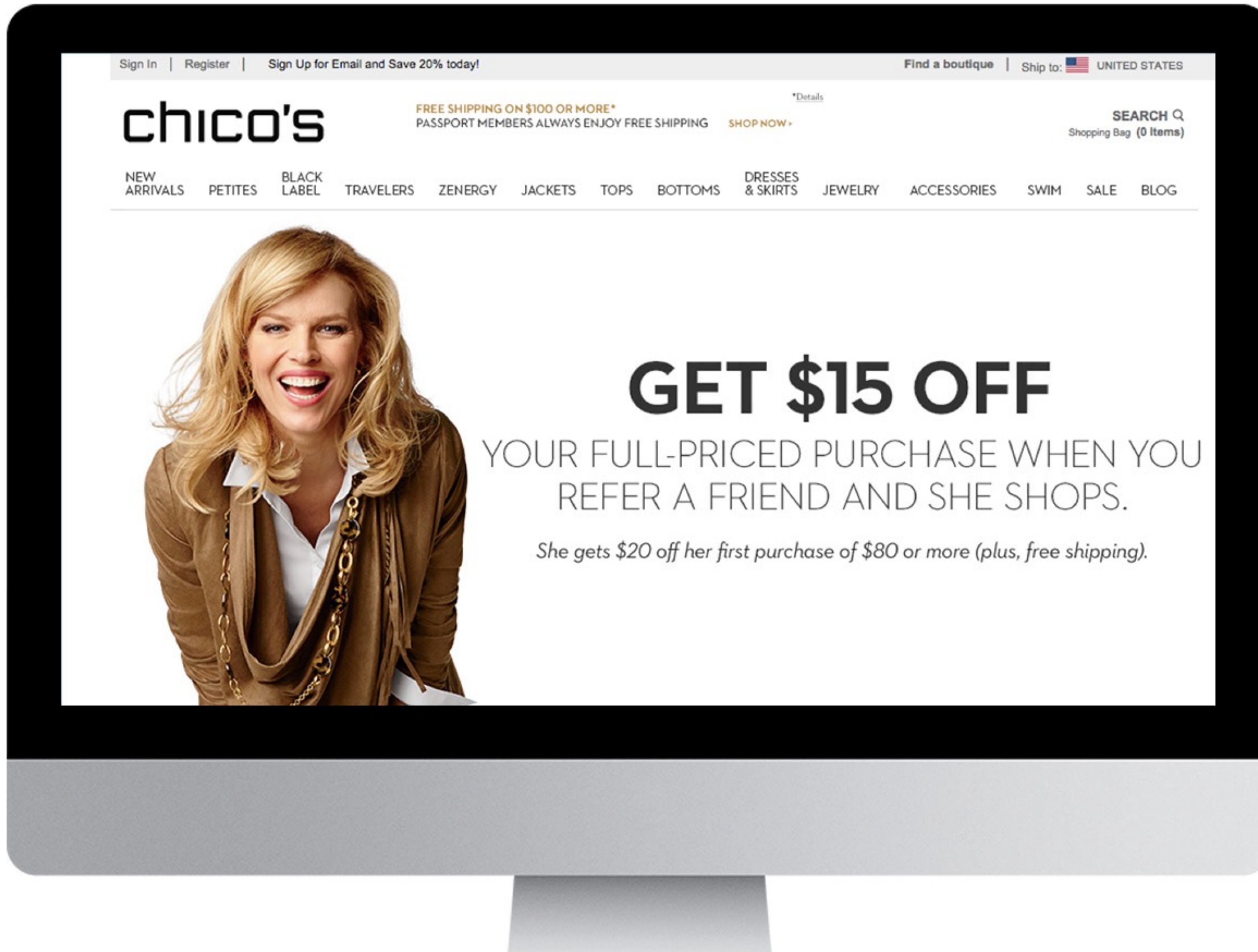




Share specific products

A few things to avoid...

An awesome program...



that's un-searchable.

Sign In | Register | Sign Up for Email and Save 20% today! Find a boutique | Ship to: UNITED STATES

chico's 30% OFF FULL-PRICED STYLES *Details
PASSPORT MEMBERS TAKE AN EXTRA 5% OFF*
(Use code 93973) [SHOP NOW >](#) Shopping Bag (0 Items)

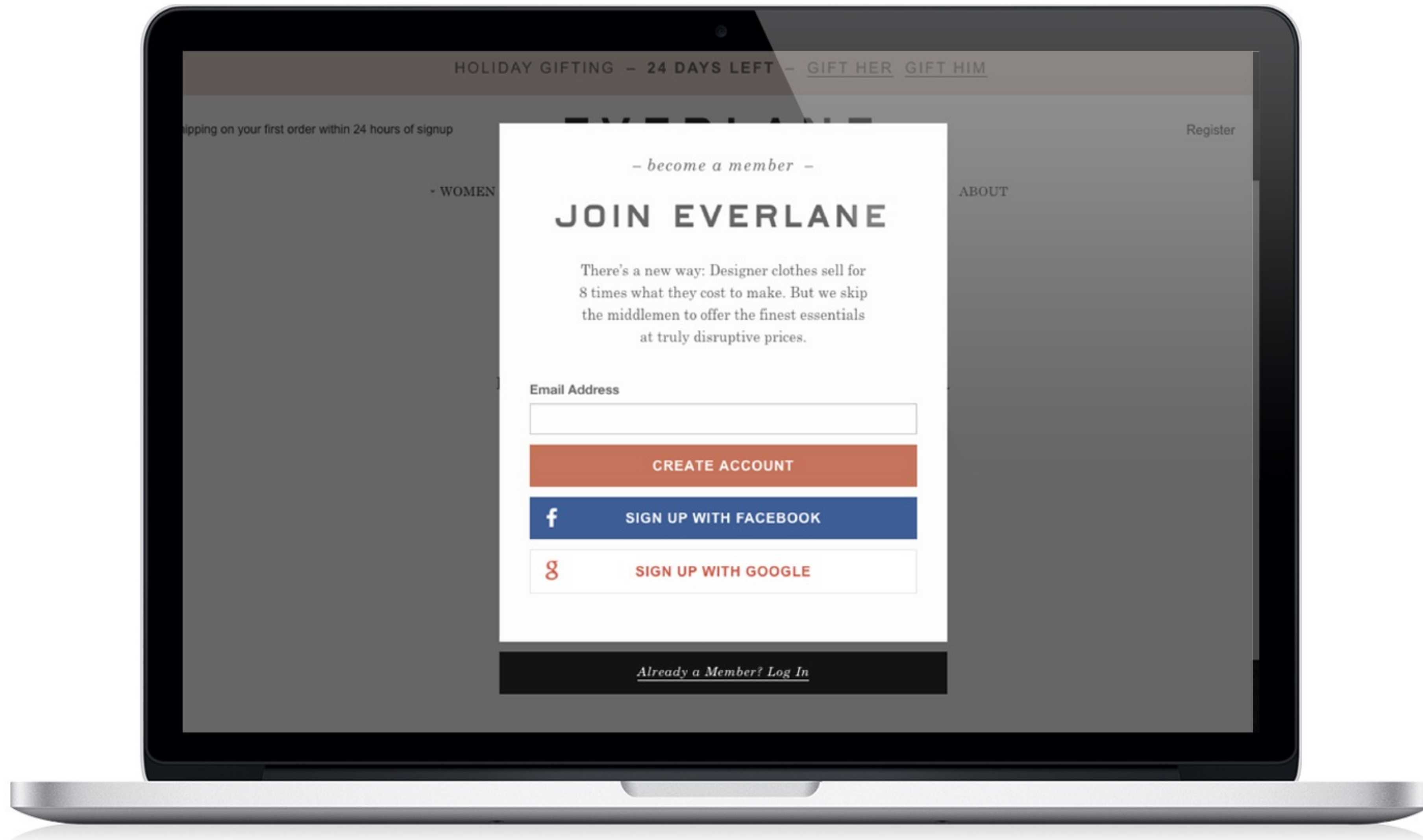
NEW ARRIVALS PETITES BLACK LABEL TRAVELERS ZENERGY JACKETS TOPS BOTTOMS DRESSES & SKIRTS JEWELRY ACCESSORIES SWIM SALE BLOG

REFERRAL PROGRAM 0 results

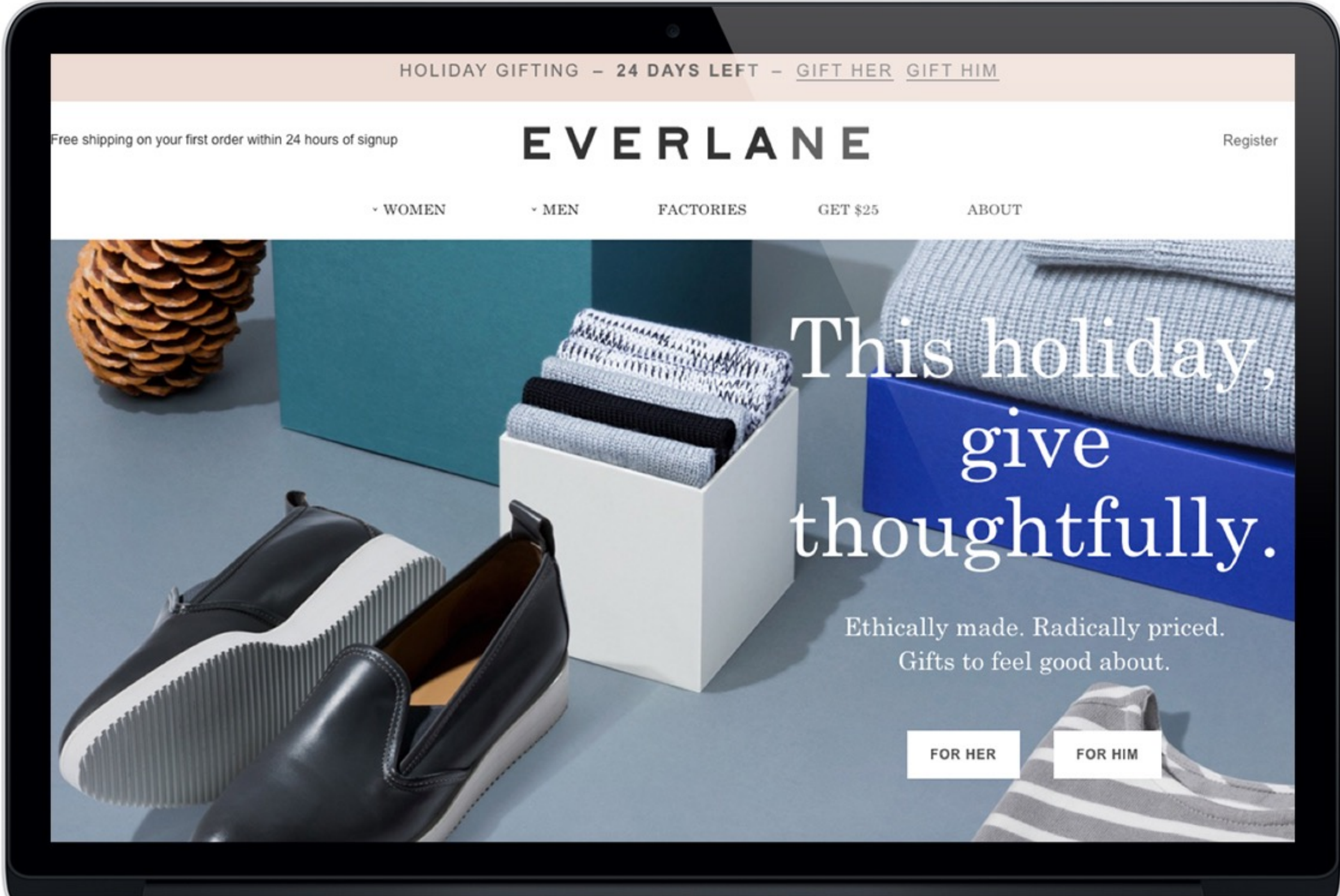
We can't find the item you're looking for,
but these products may interest you.

- Hexie Multi-Strand Necklace
- Embellished Artisan Zebra Jacket
- Stripe Skimmer
Available in Regular and Petite
- Travelers Classic Crystal V Top
Online Exclusive
- Eccentric Necklace
- Eccentric Earrings

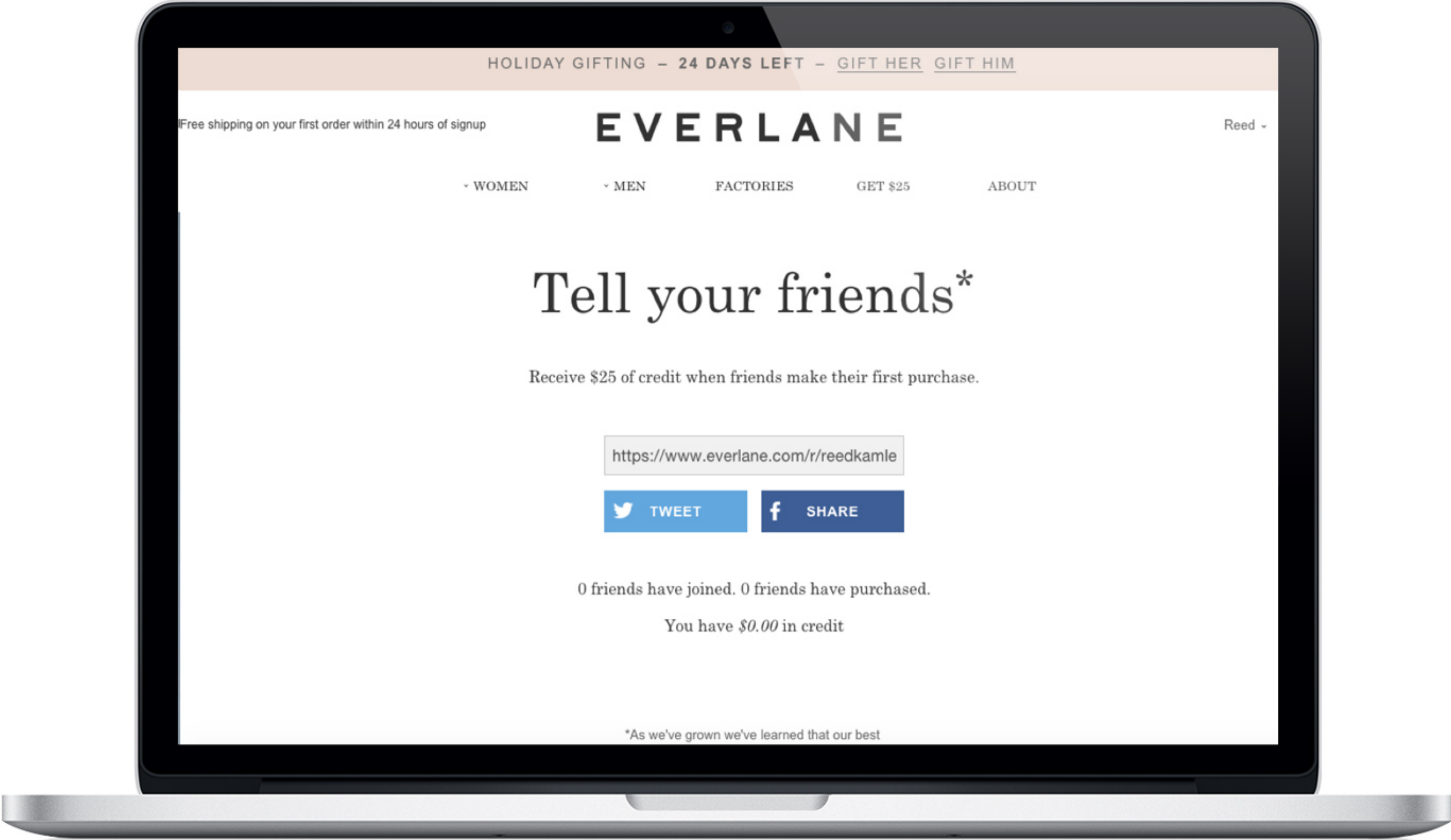
or hidden behind a login...



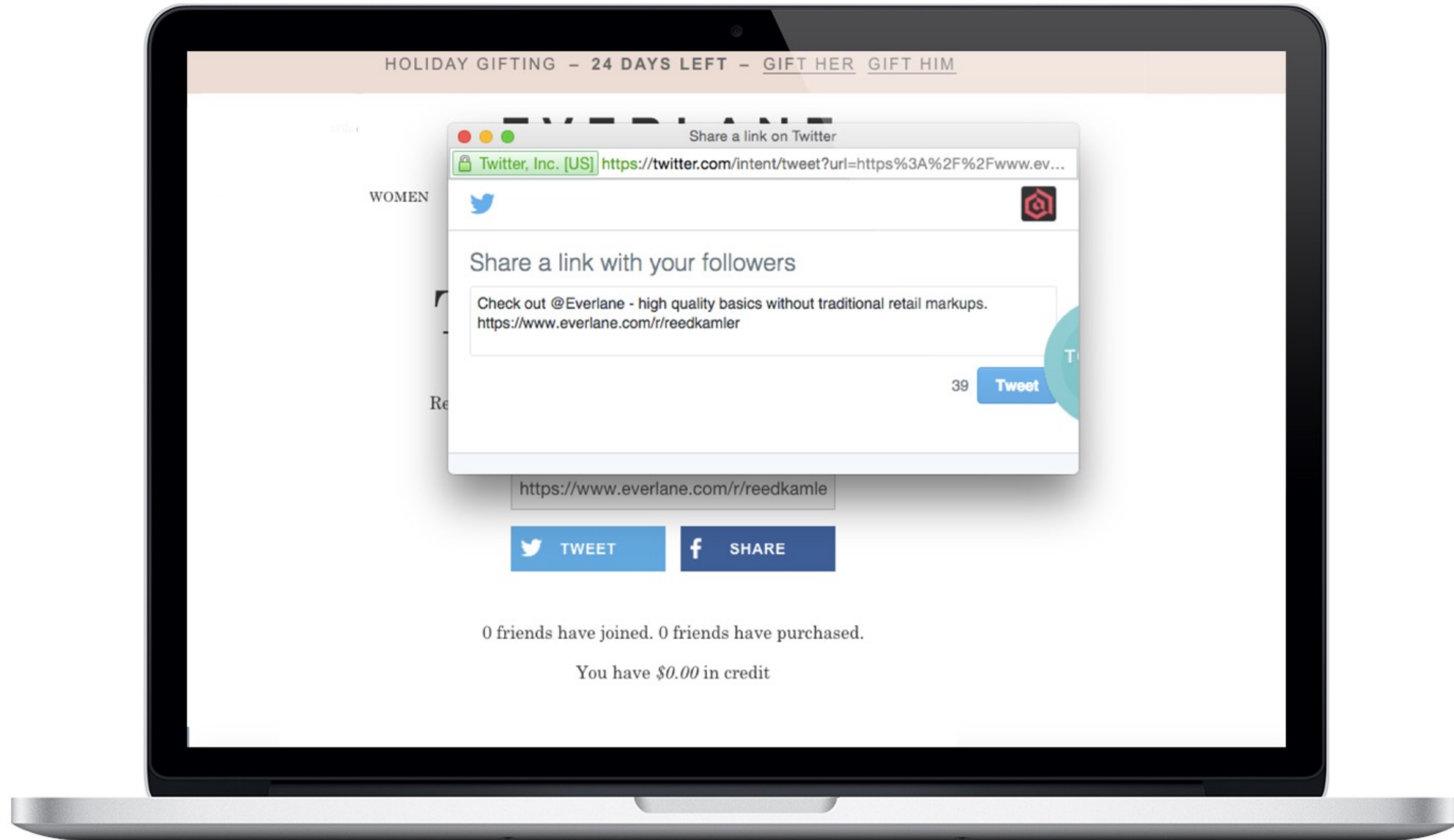
Get \$25!



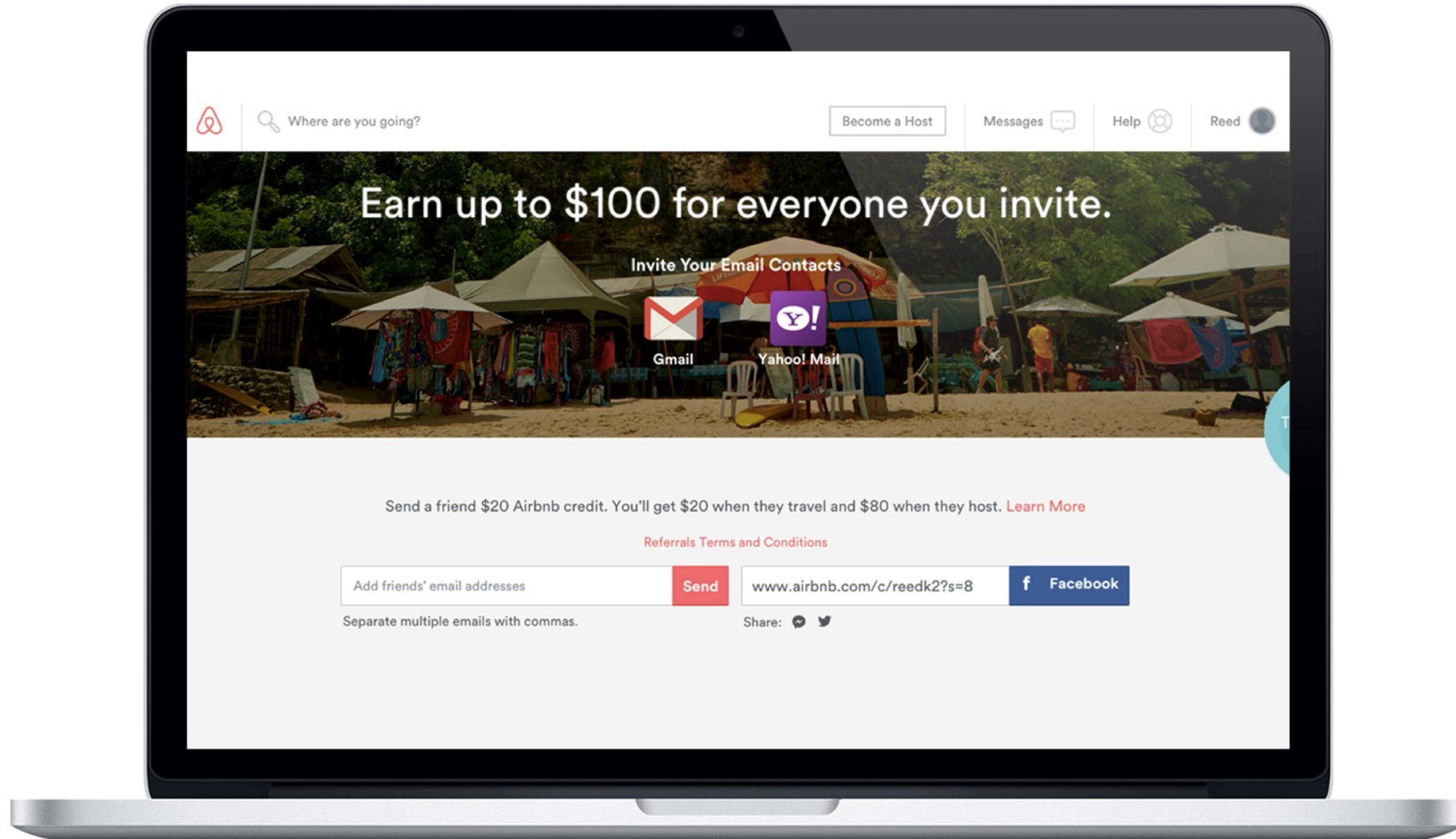
Finally time to share



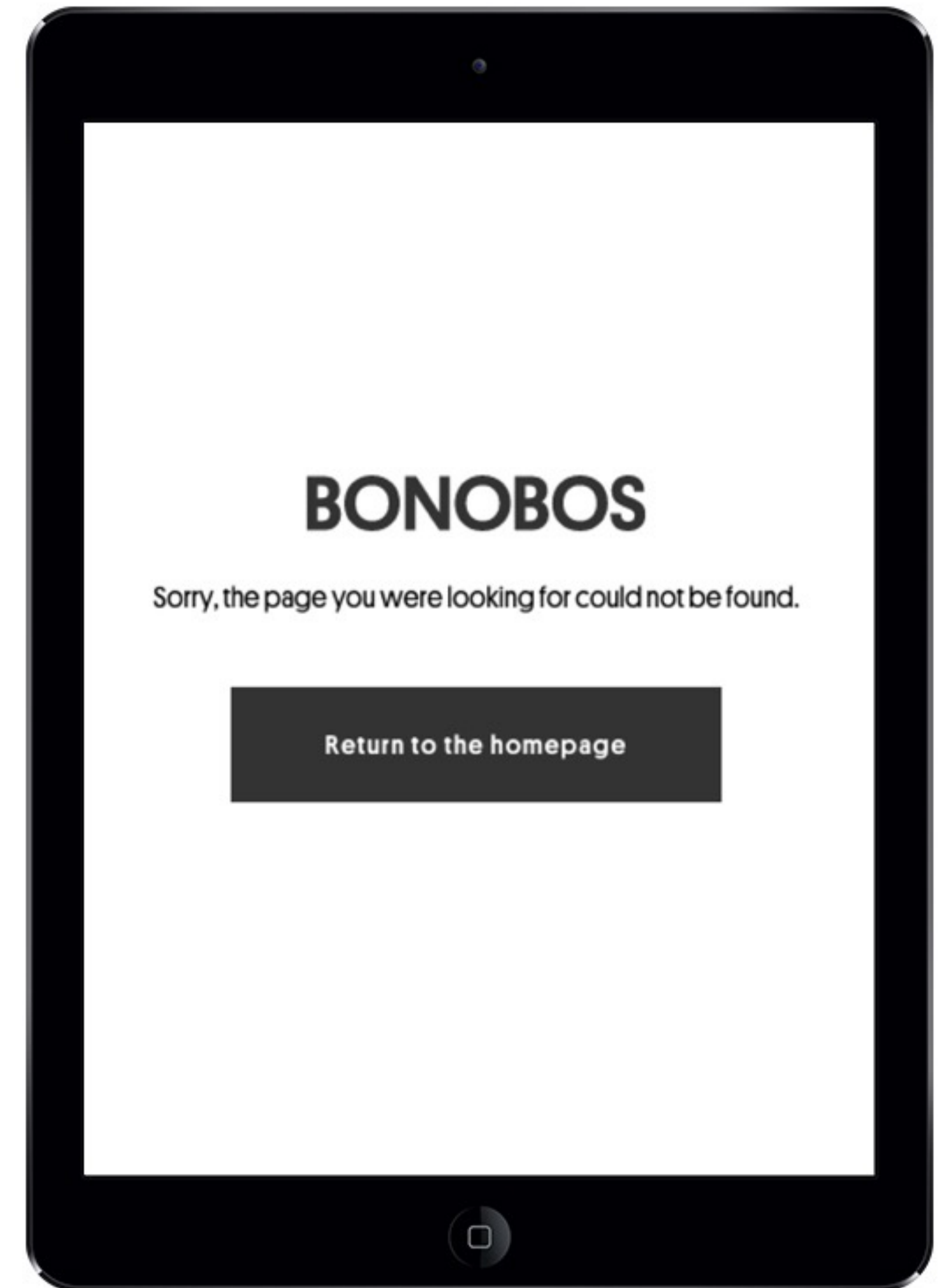
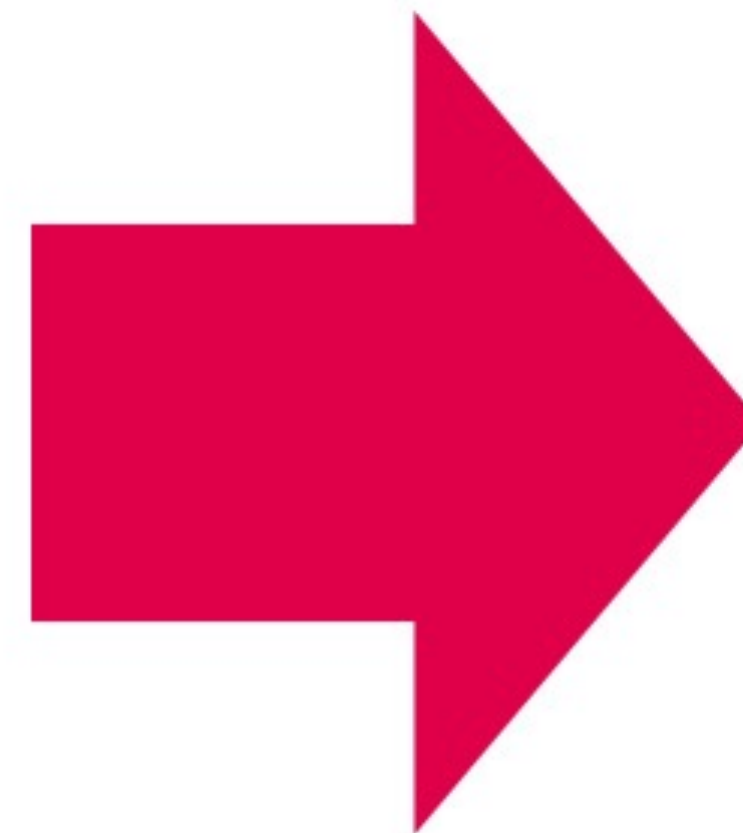
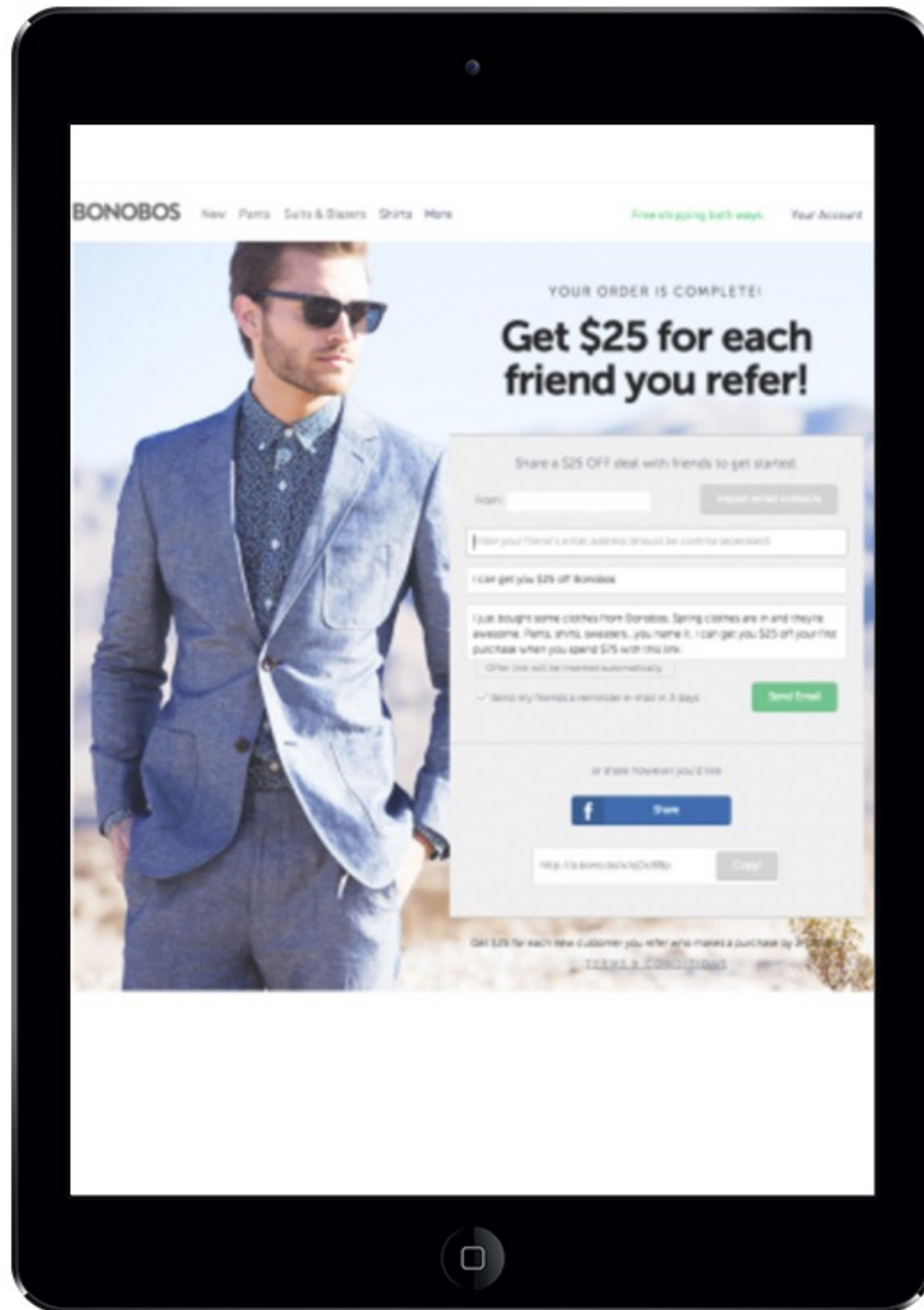
Unfortunate Pop ups



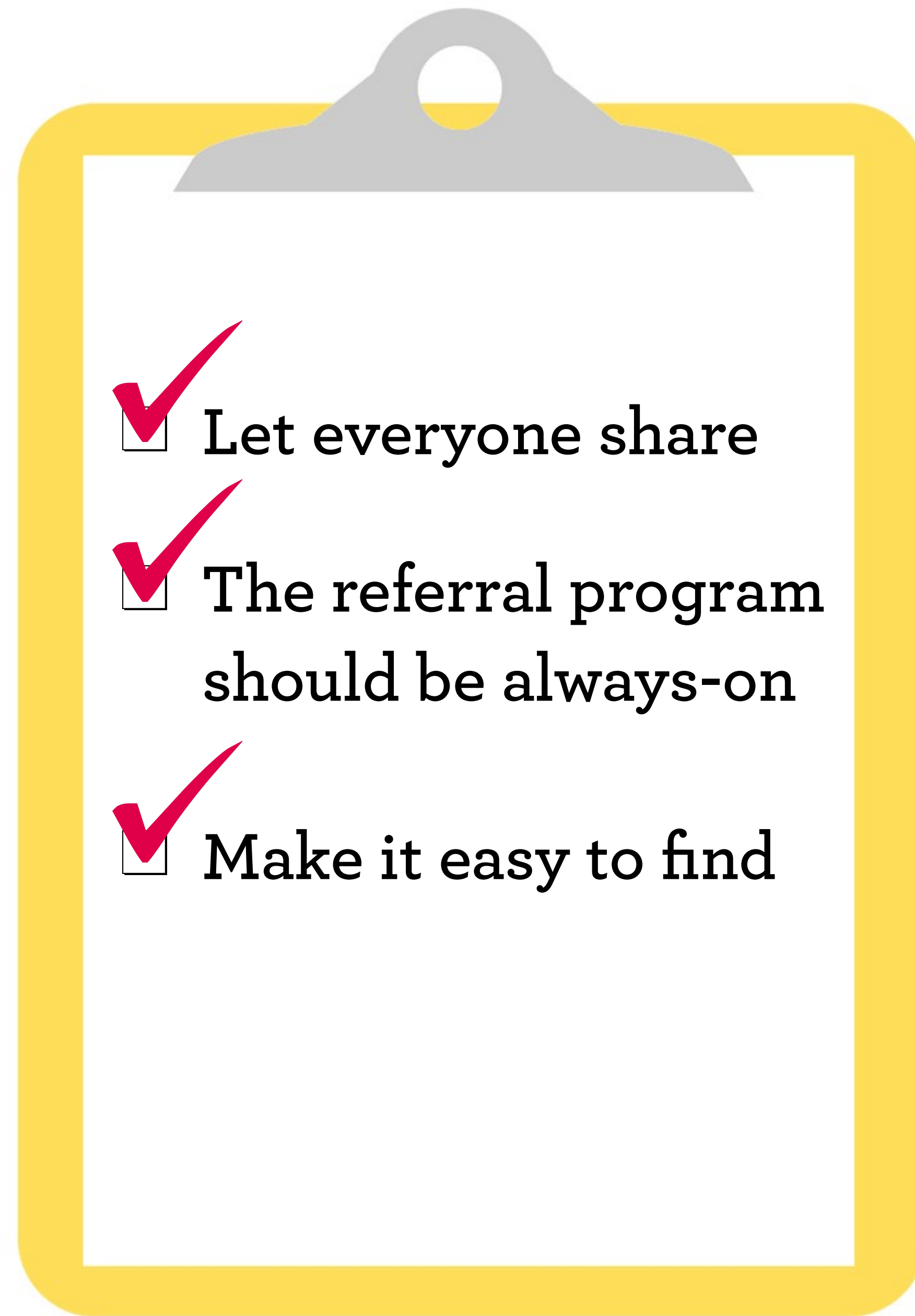
No chance to customize



And even worse...



Key take aways



Let everyone share

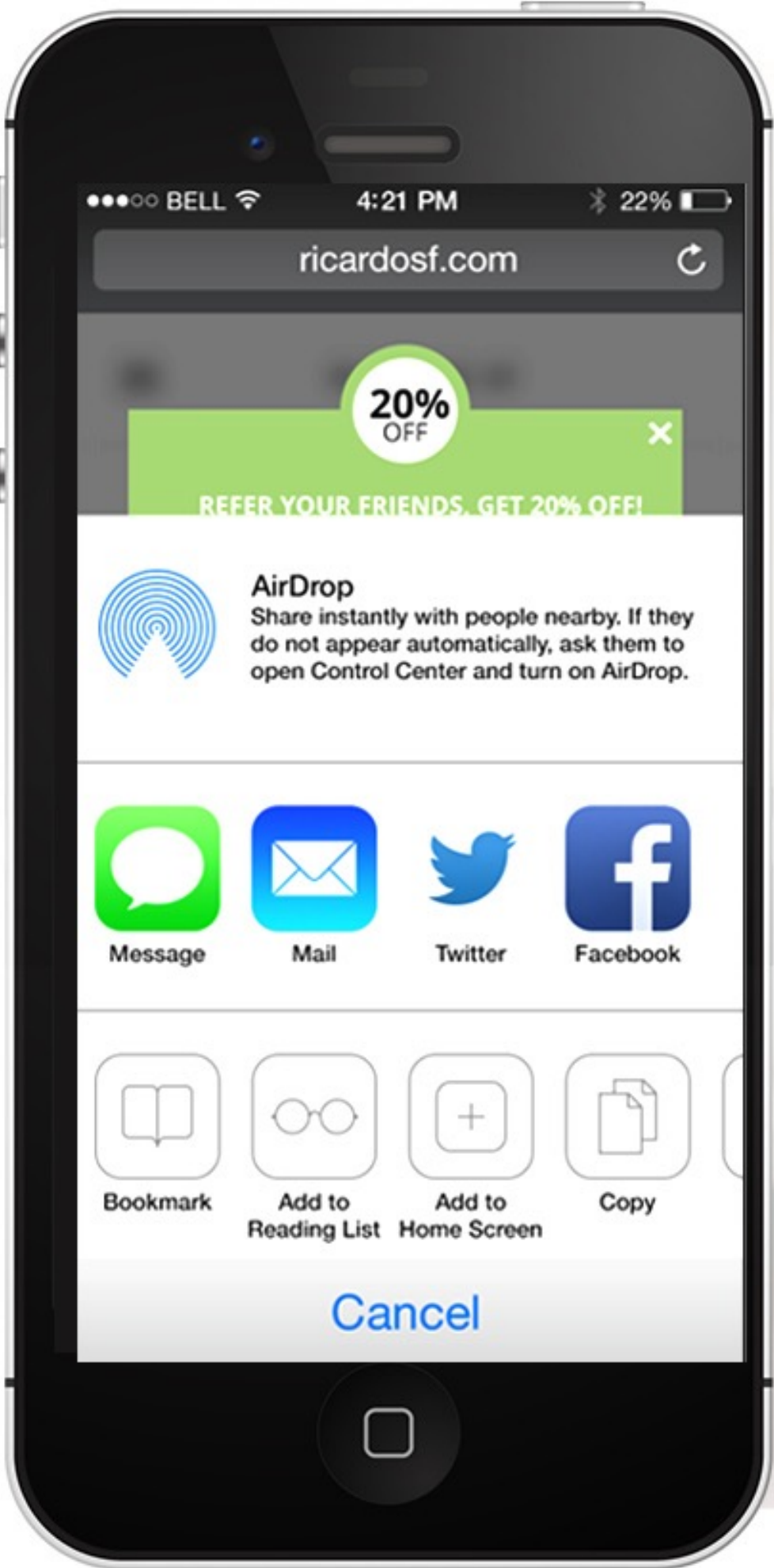
The referral program should be always-on

Make it easy to find

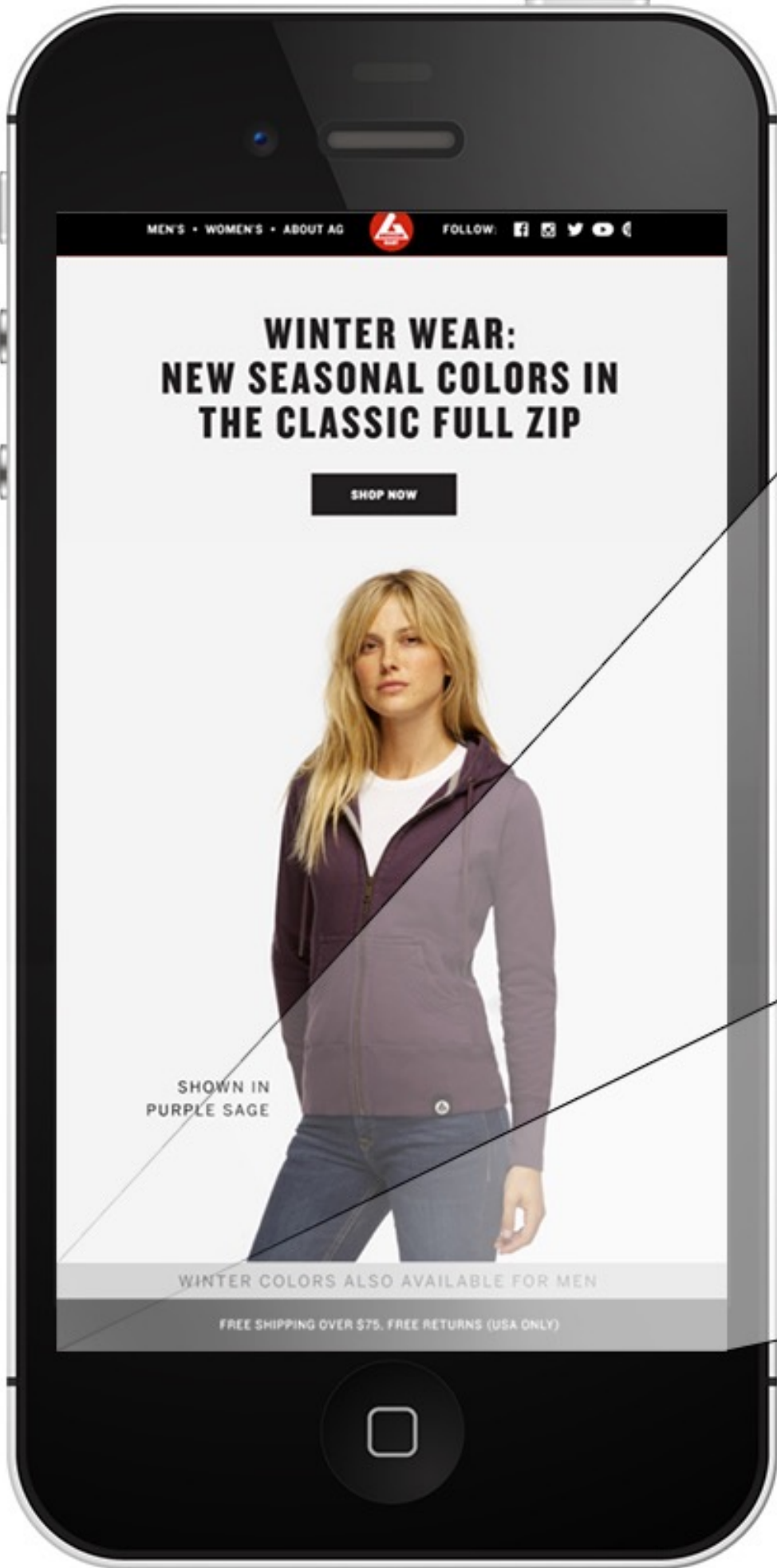
Tip #2:

Refer and convert, everywhere

Mobile Site



Mobile Promotions



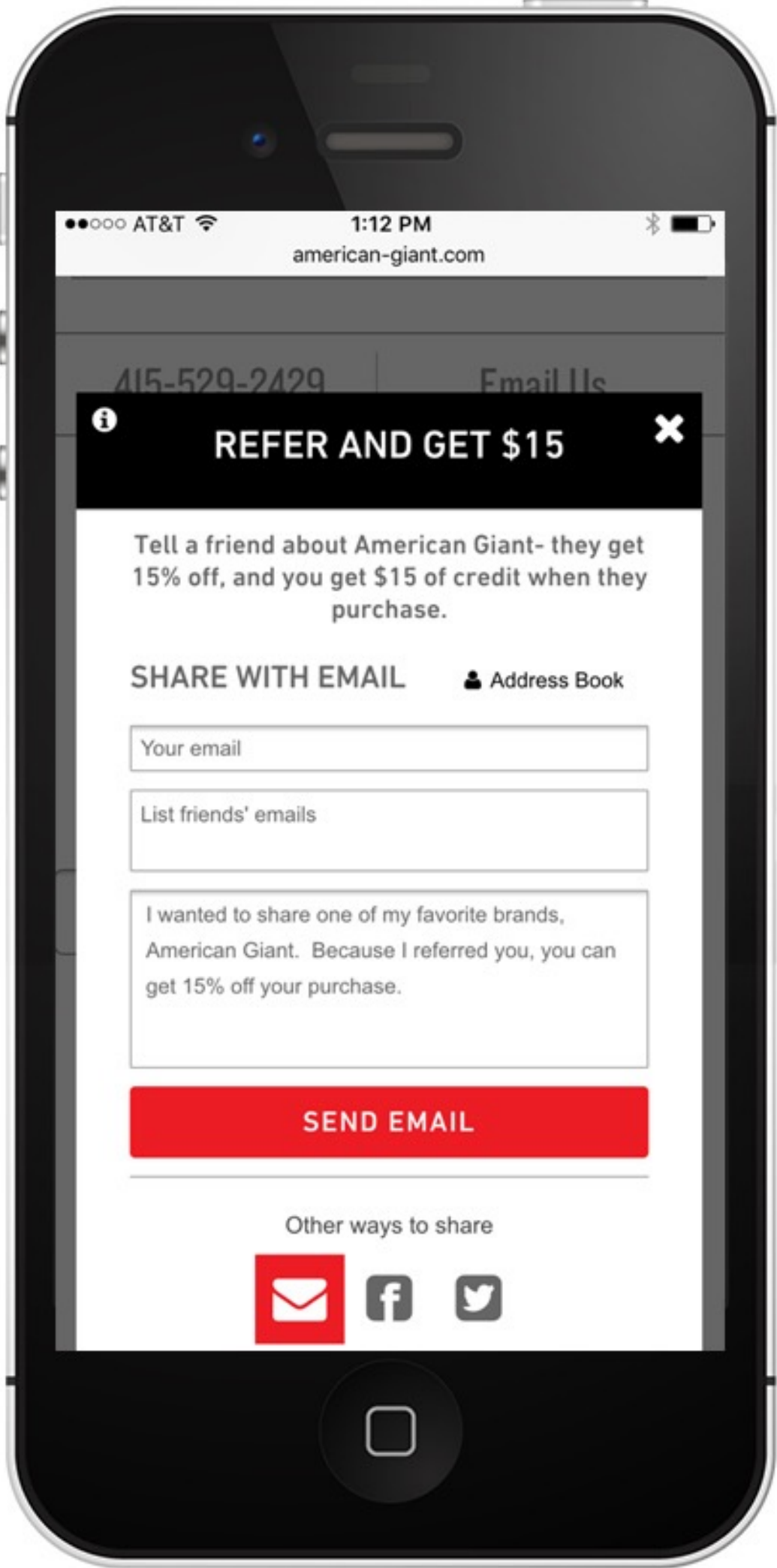
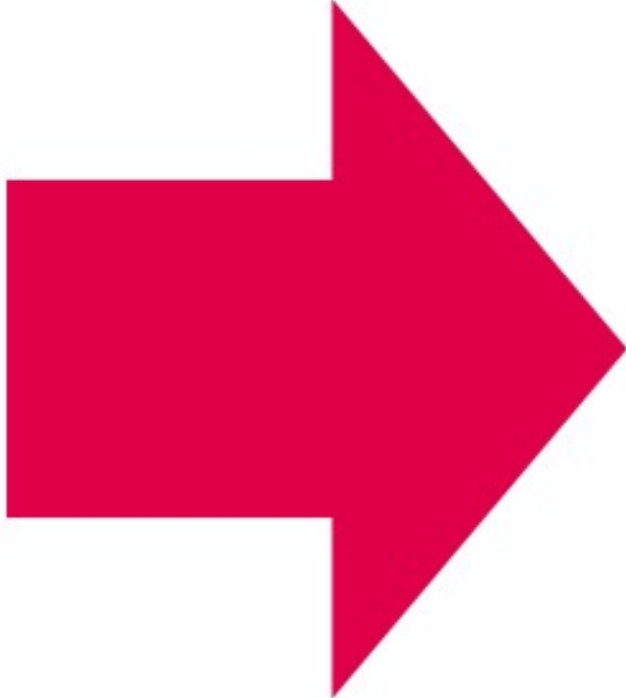
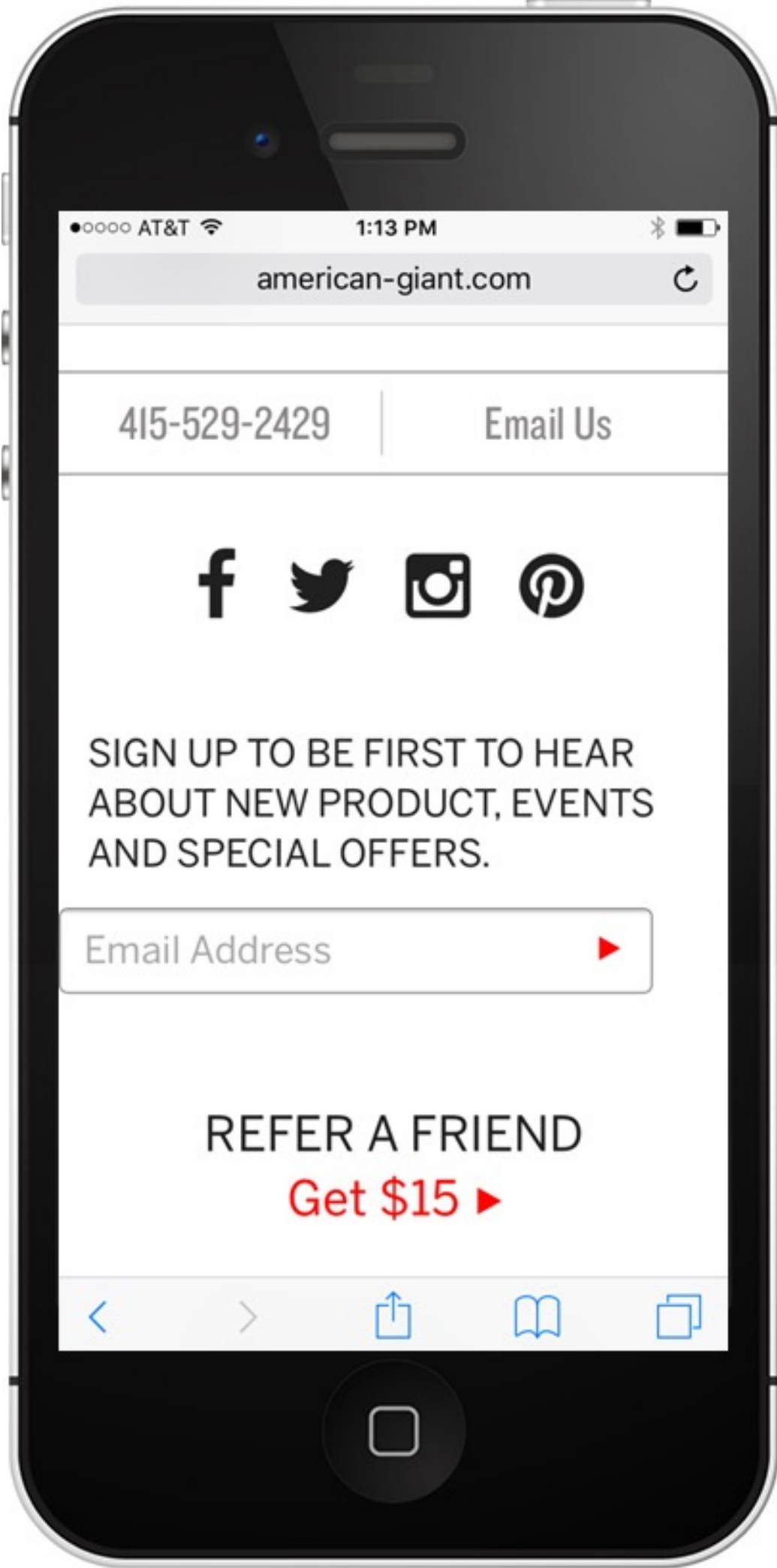
WINTER COLORS ALSO AVAILABLE FOR MEN

FREE SHIPPING OVER \$75. FREE RETURNS (USA ONLY)

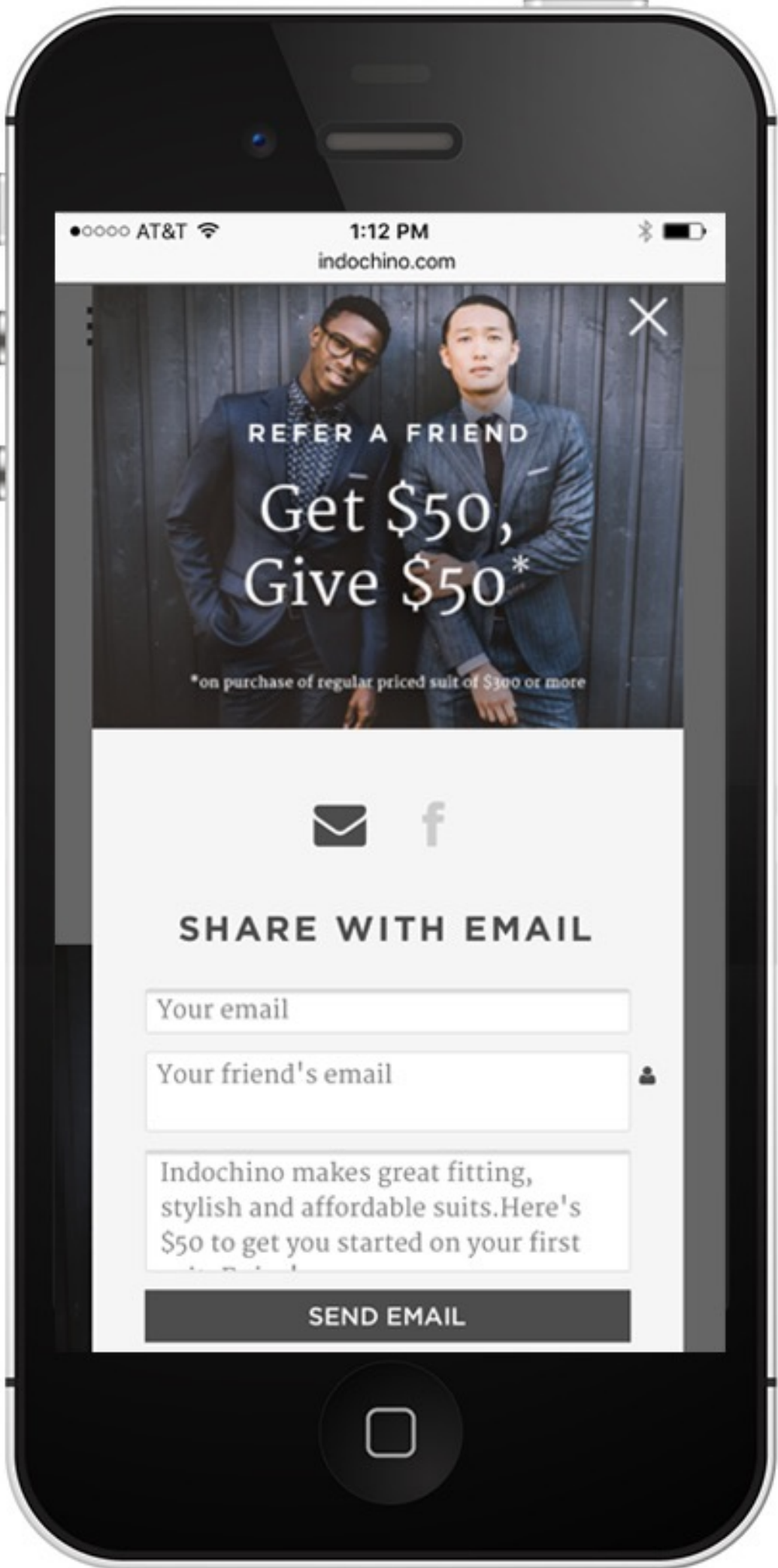
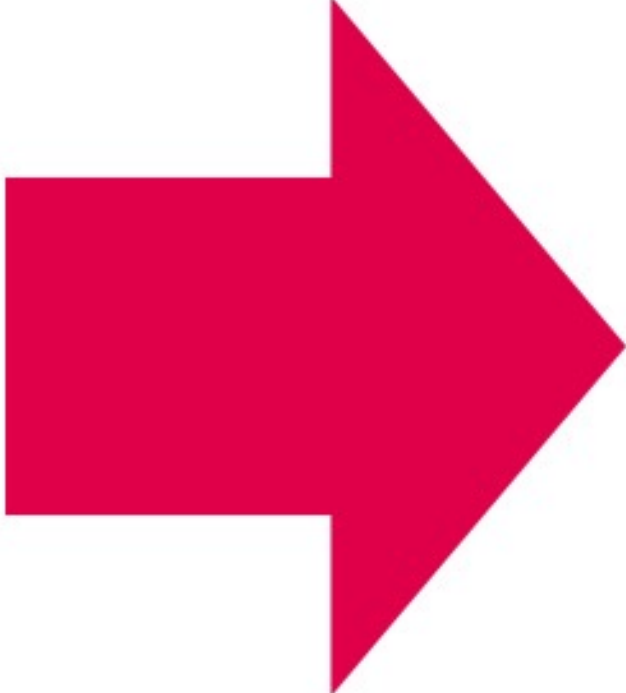
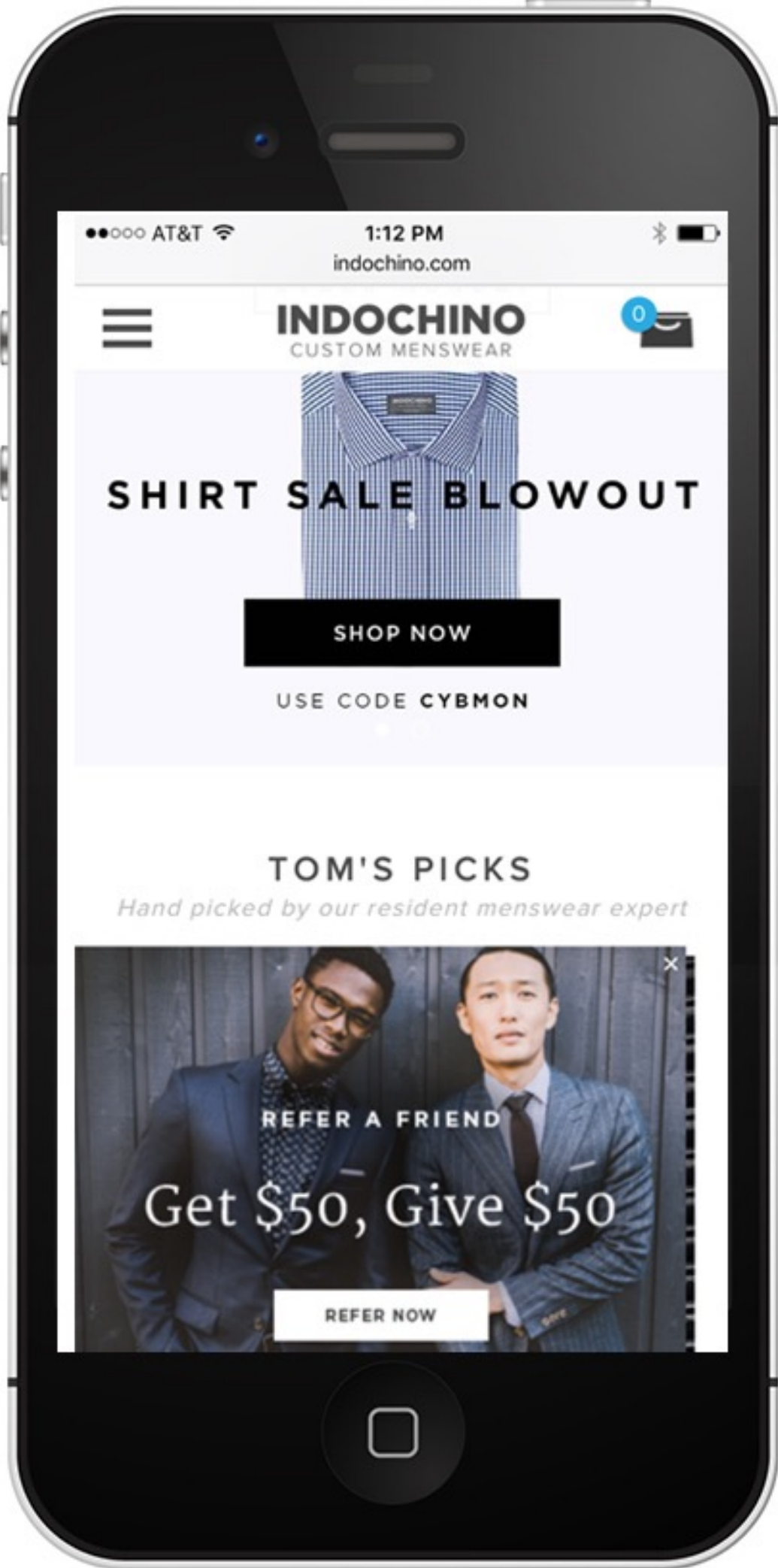
Refer & Get \$15 with your link:
refer.american-giant.com/jeremy

Share you link with friends, and you'll get \$15 for each that makes a purchase

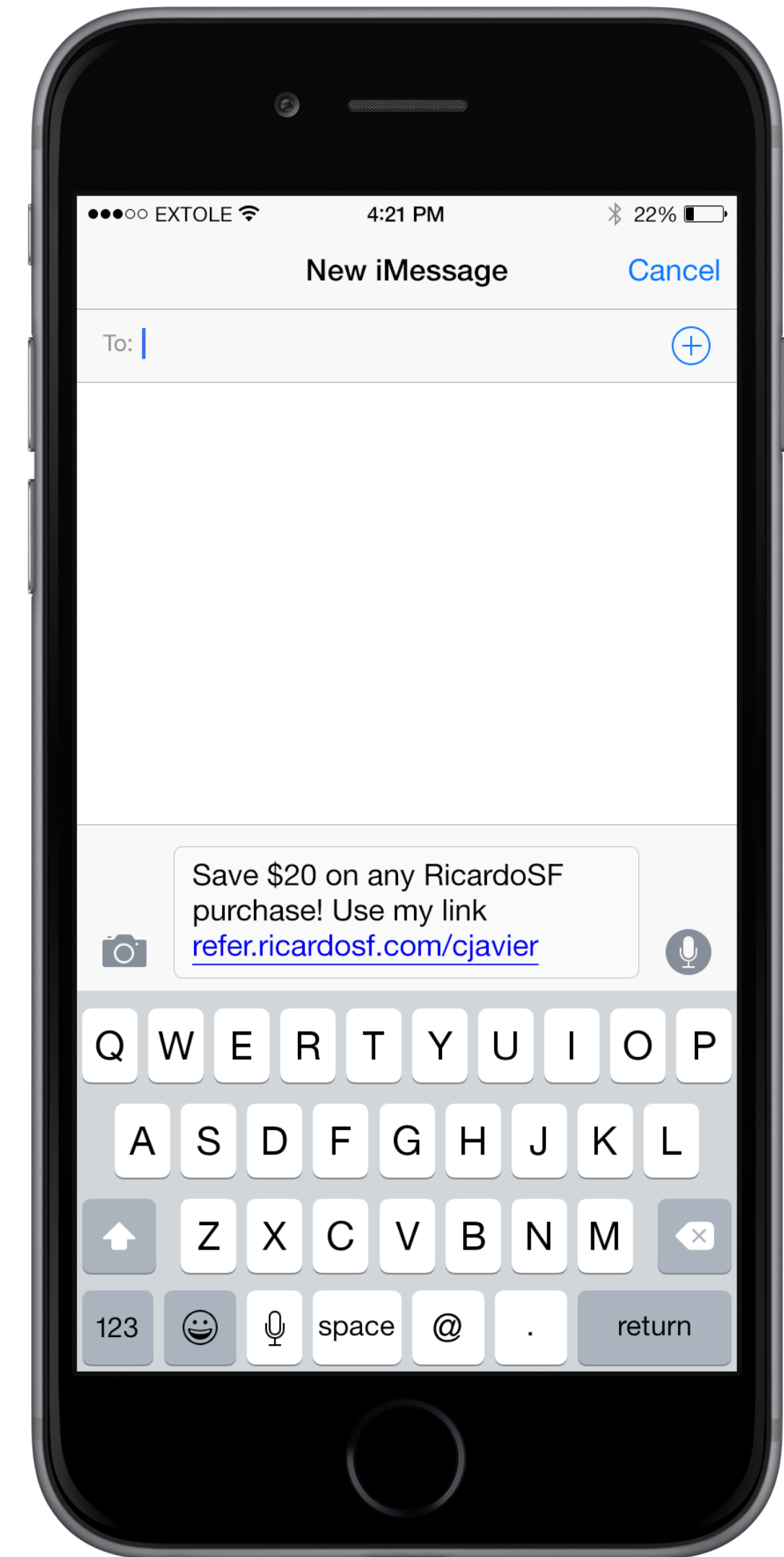
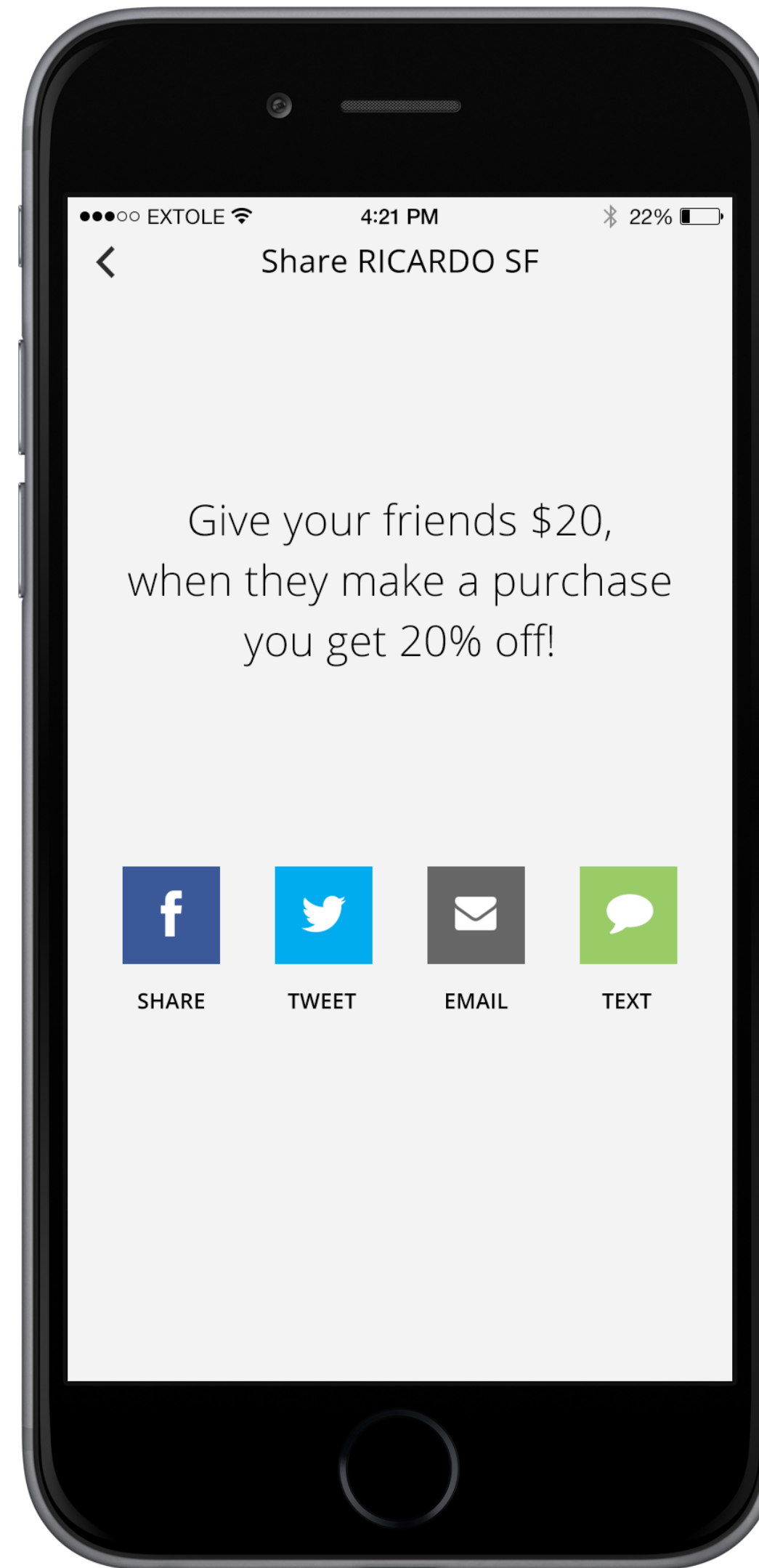
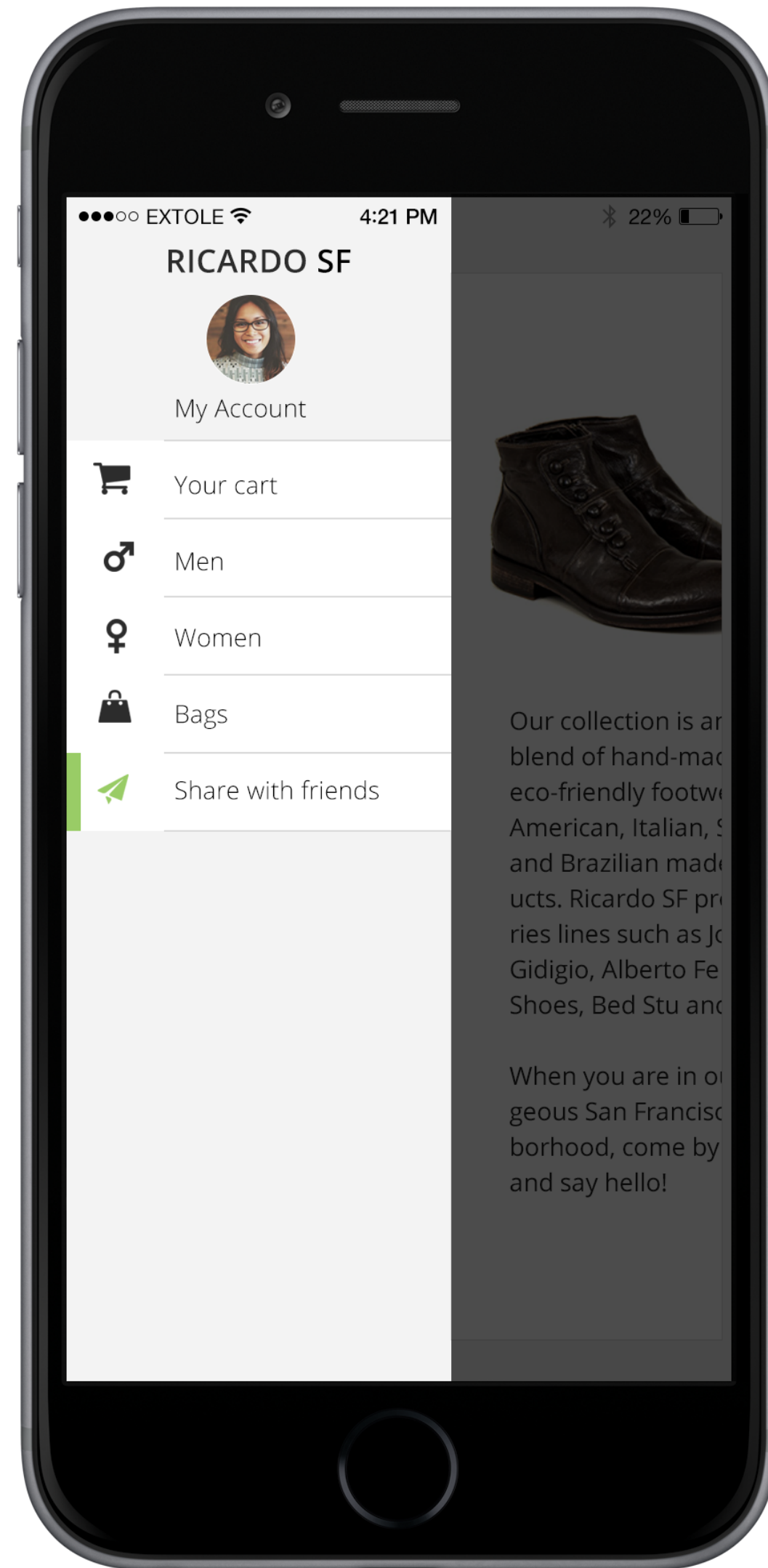
Mobile Sharing



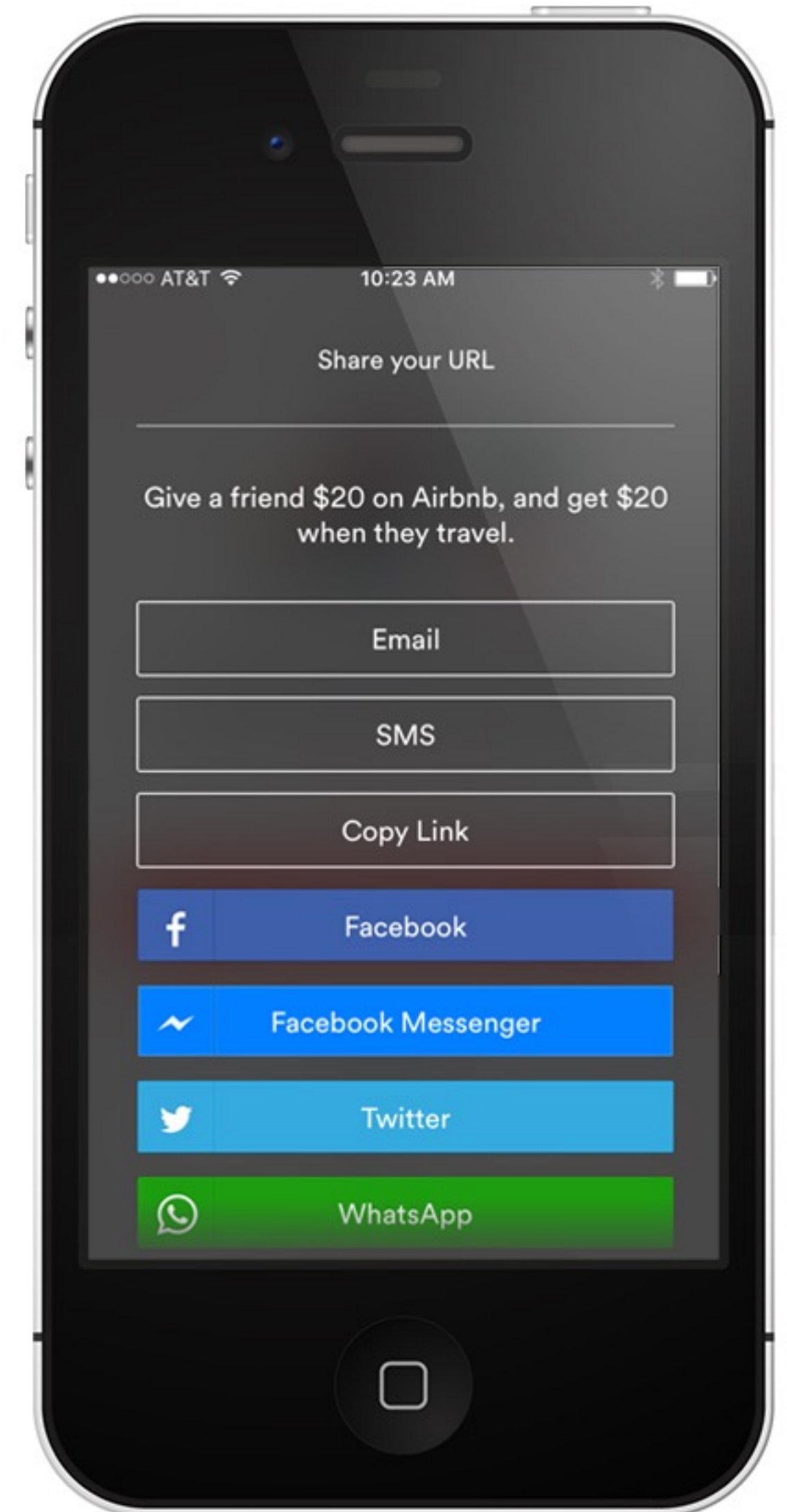
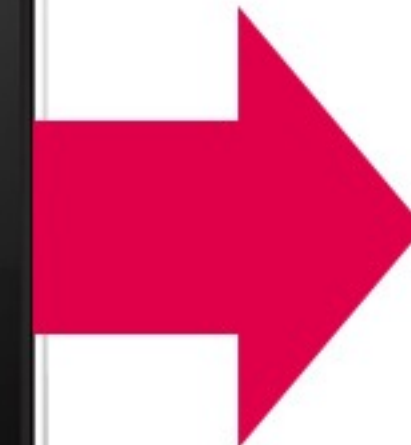
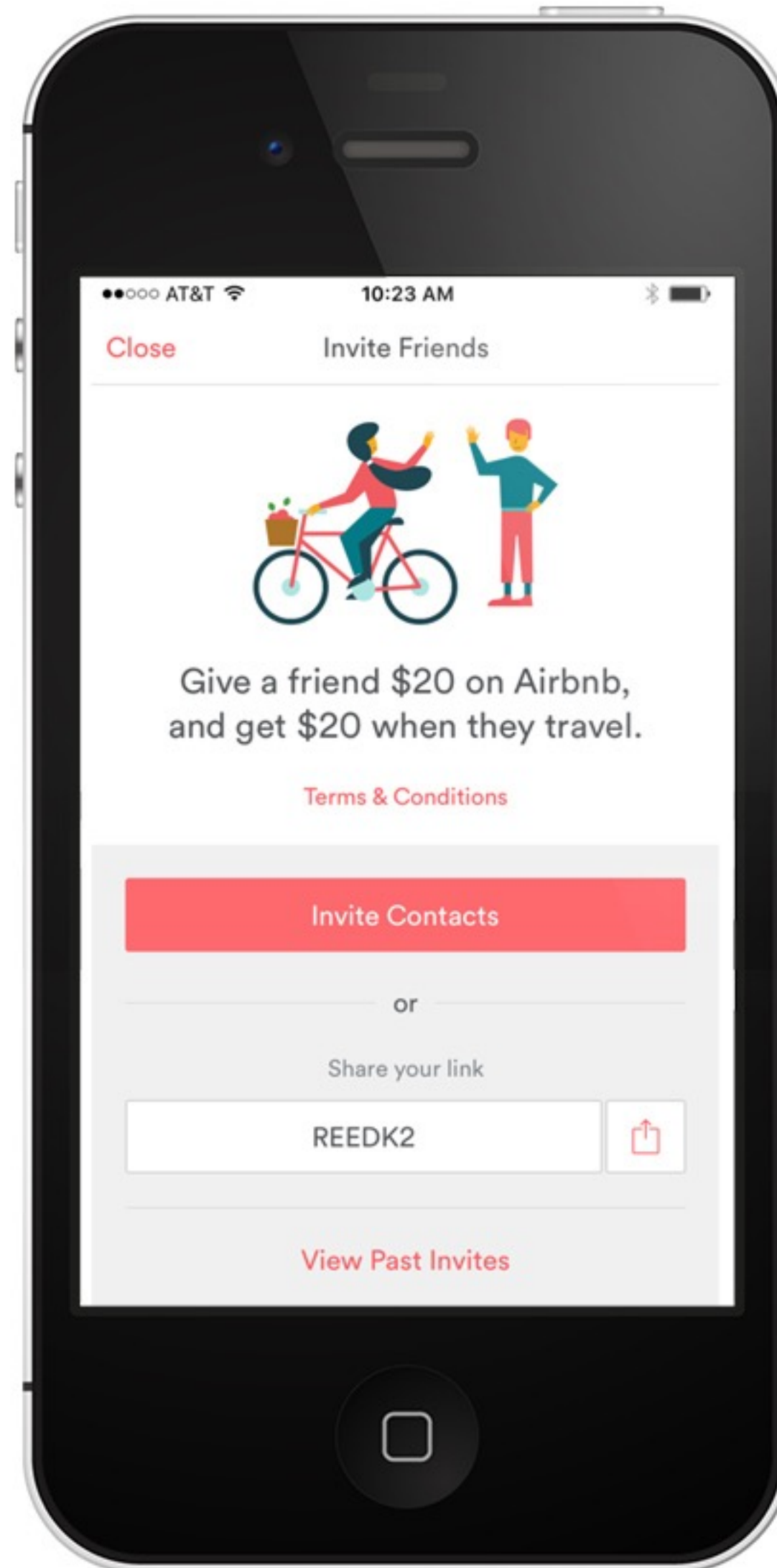
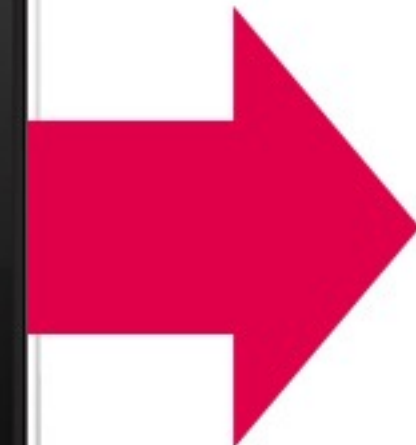
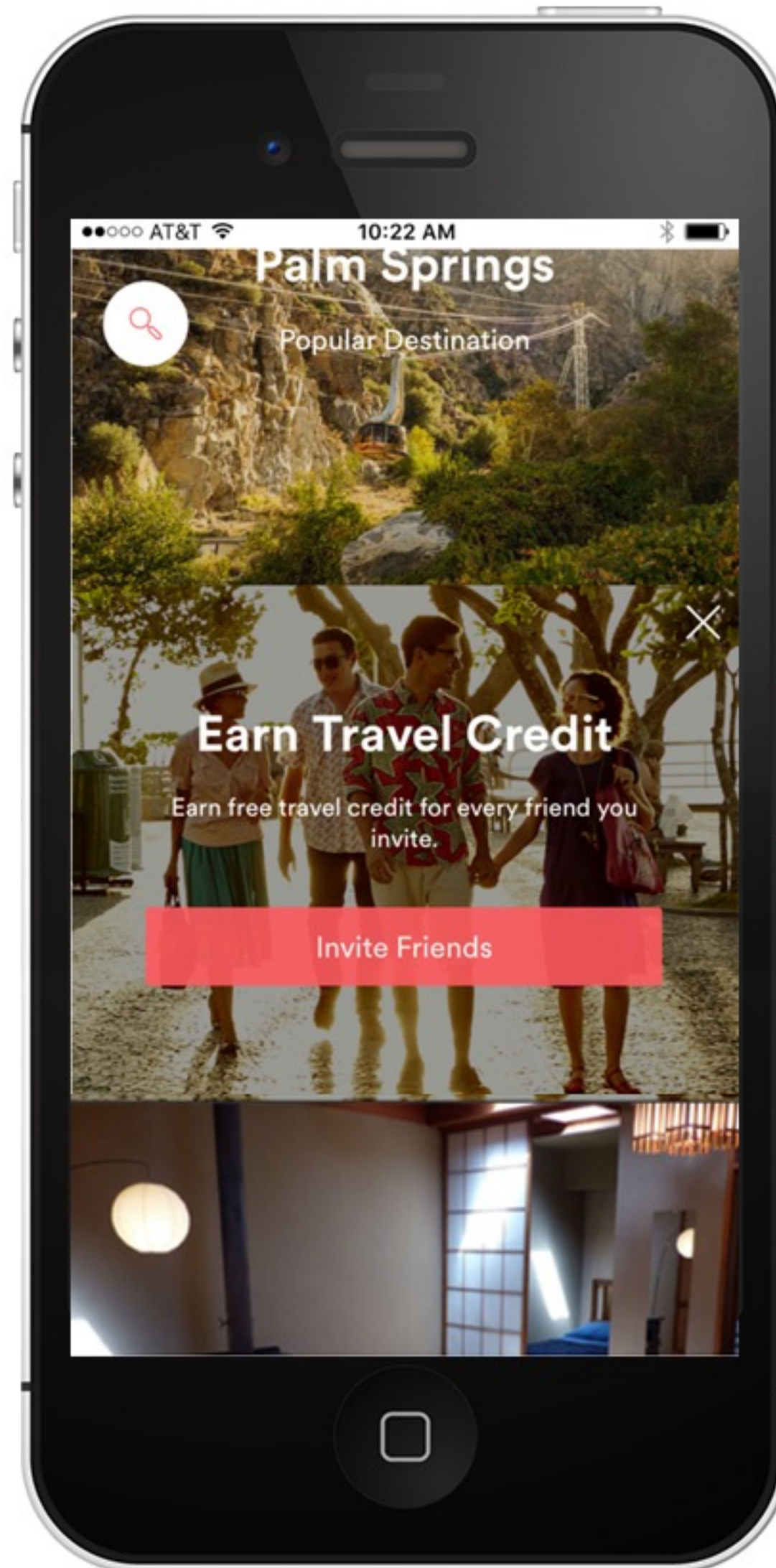
Mobile Sharing



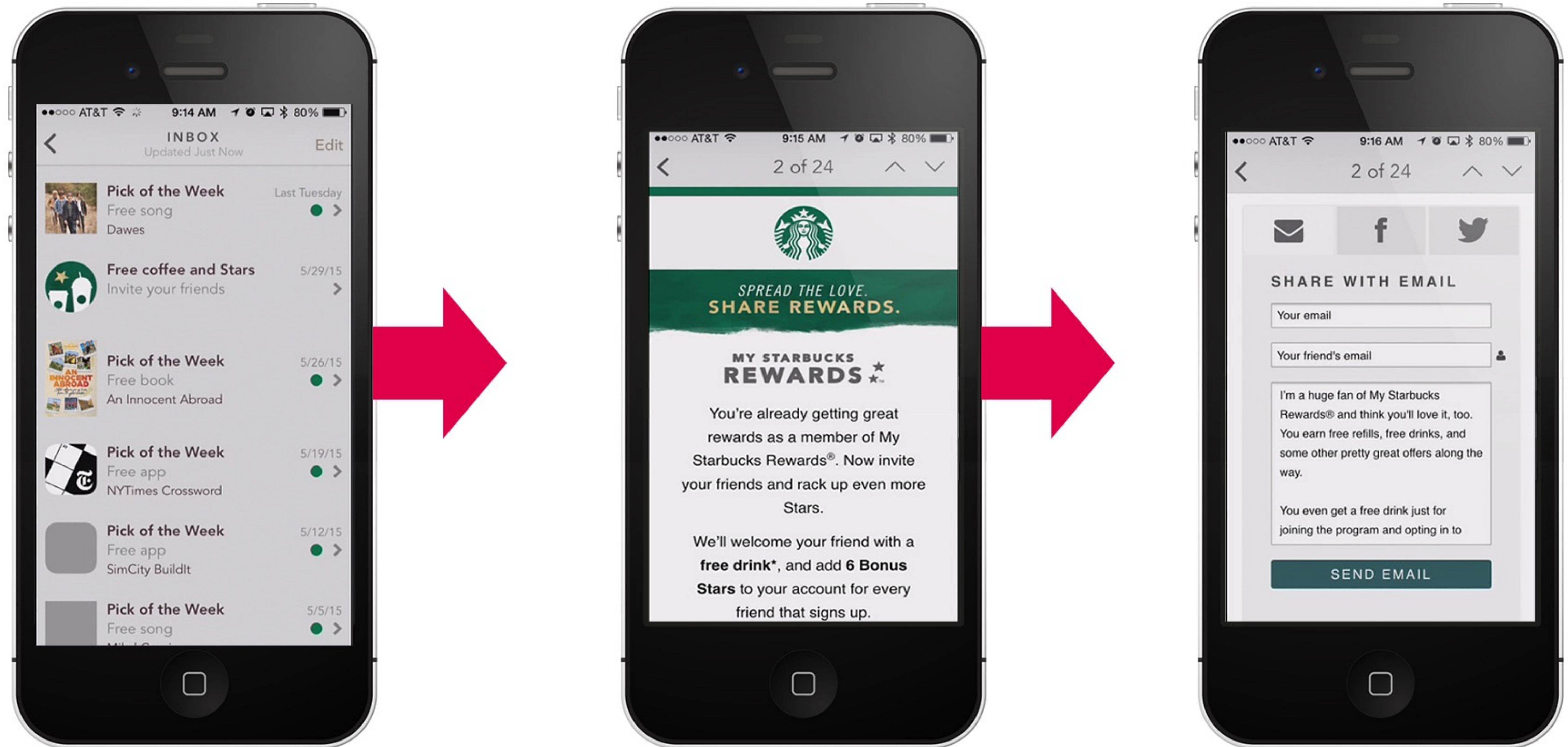
Sharing Inside of the Mobile App



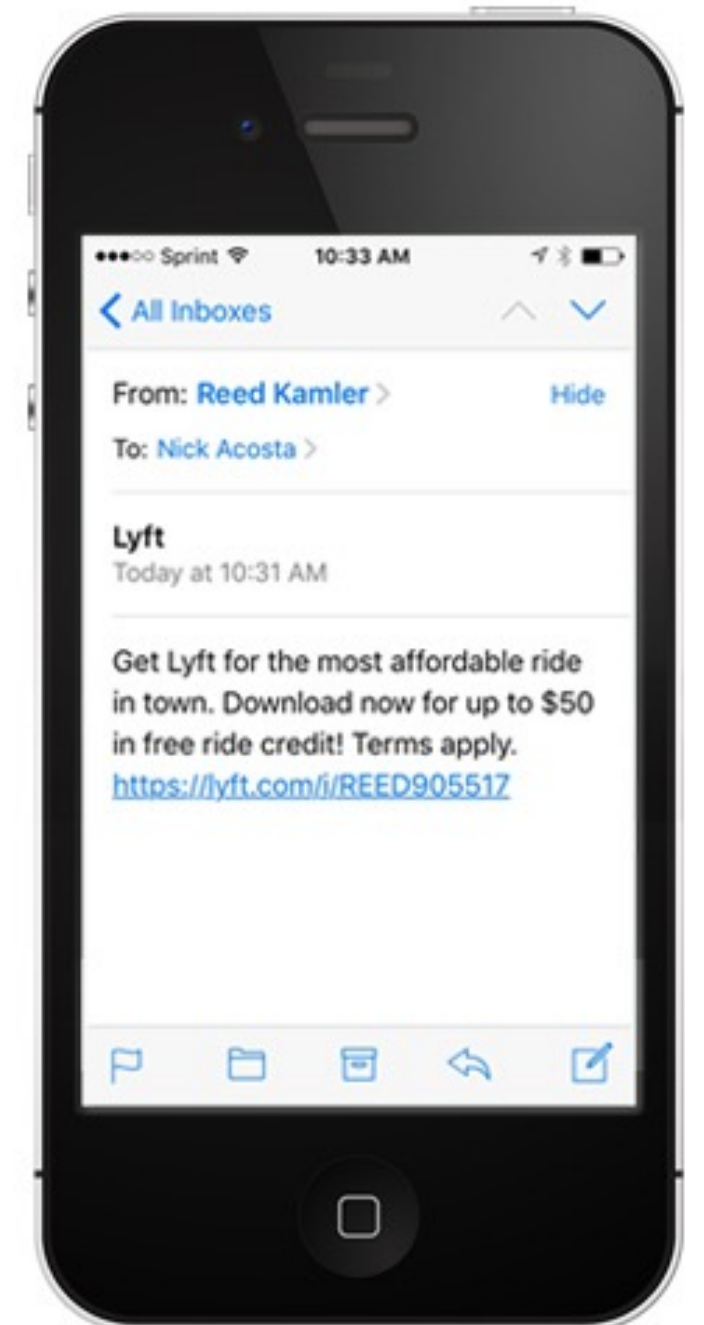
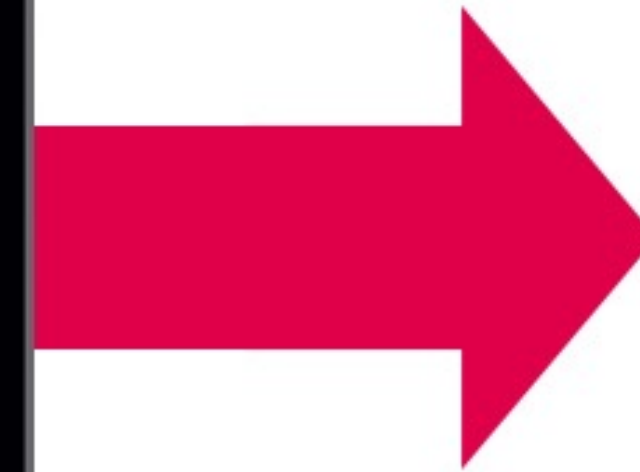
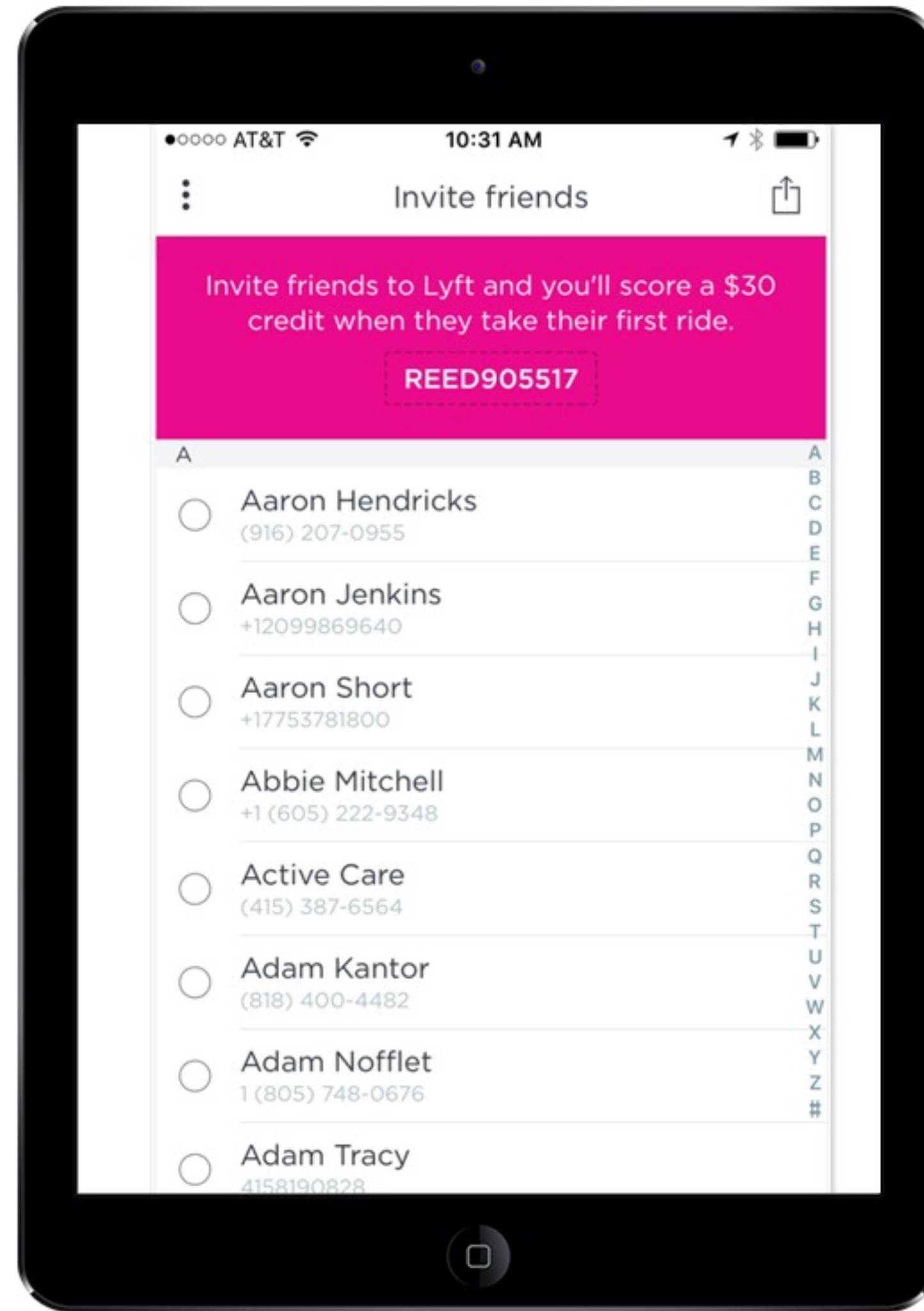
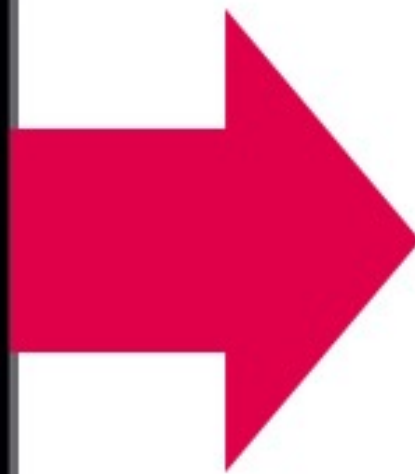
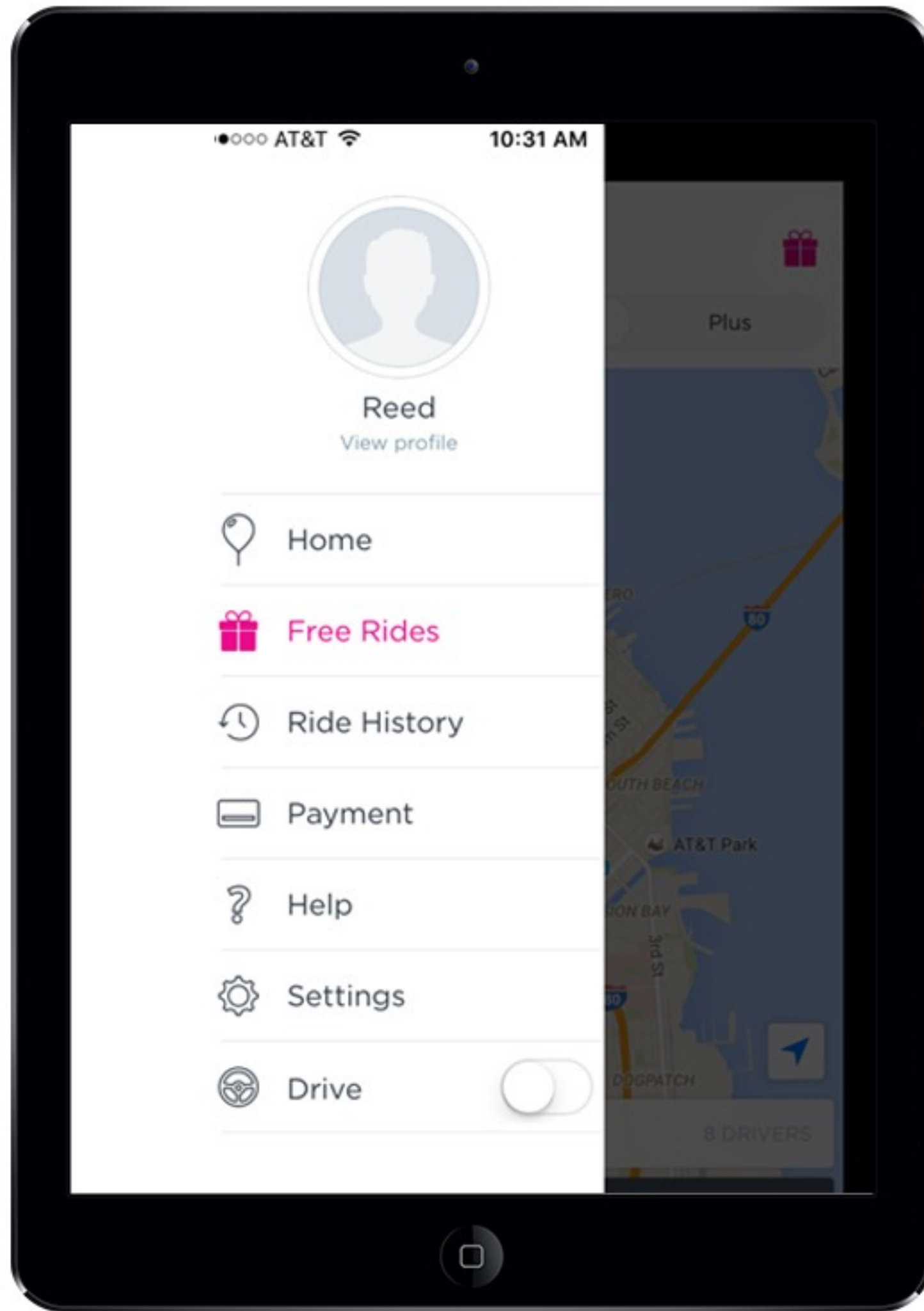
Sharing Inside of the Mobile App



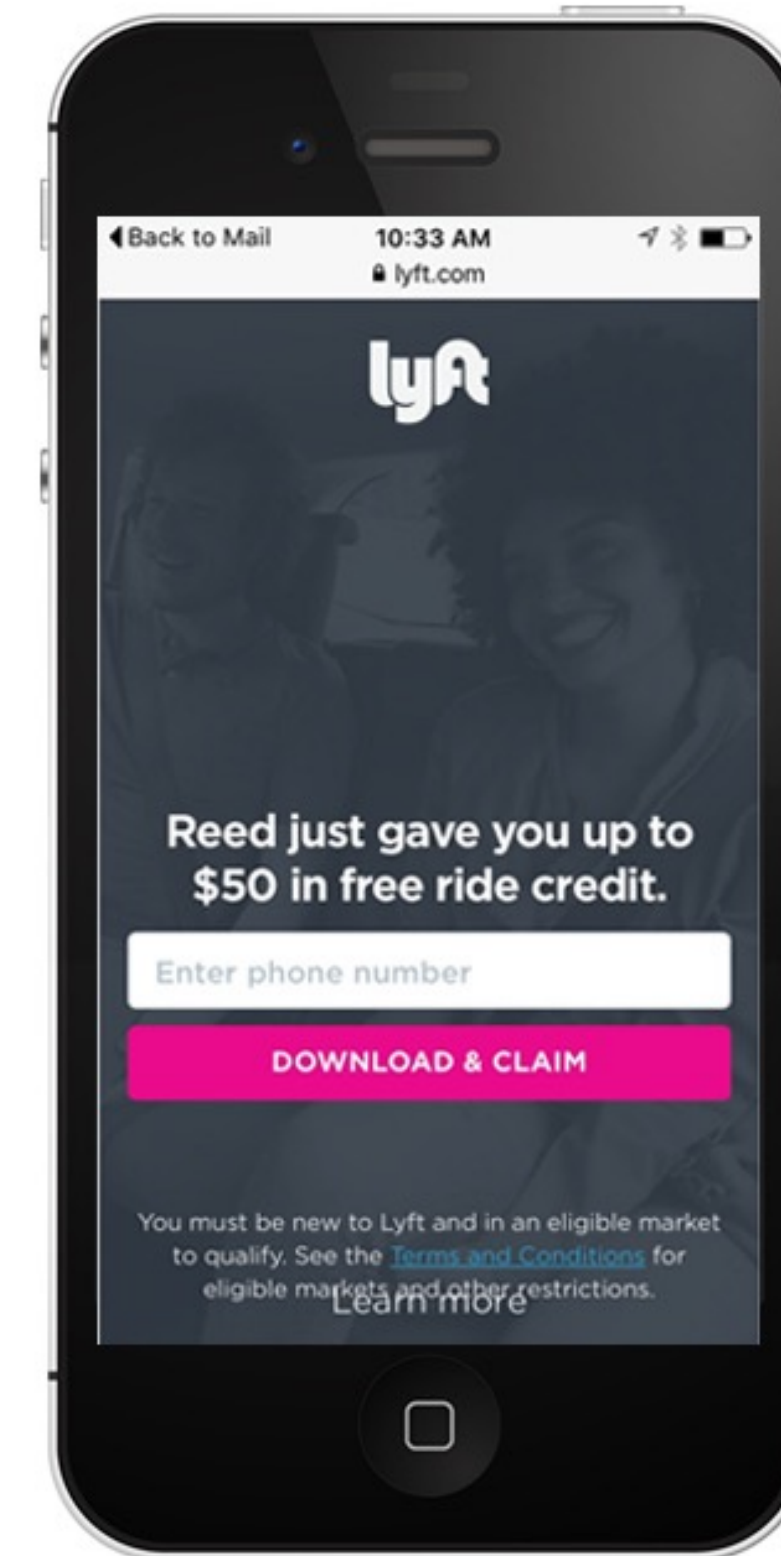
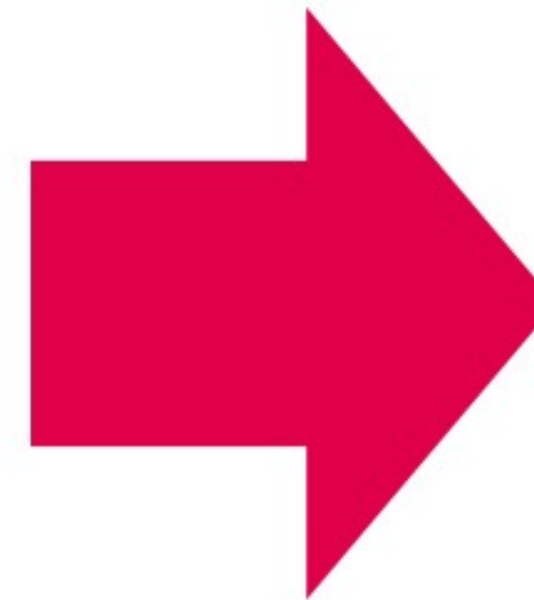
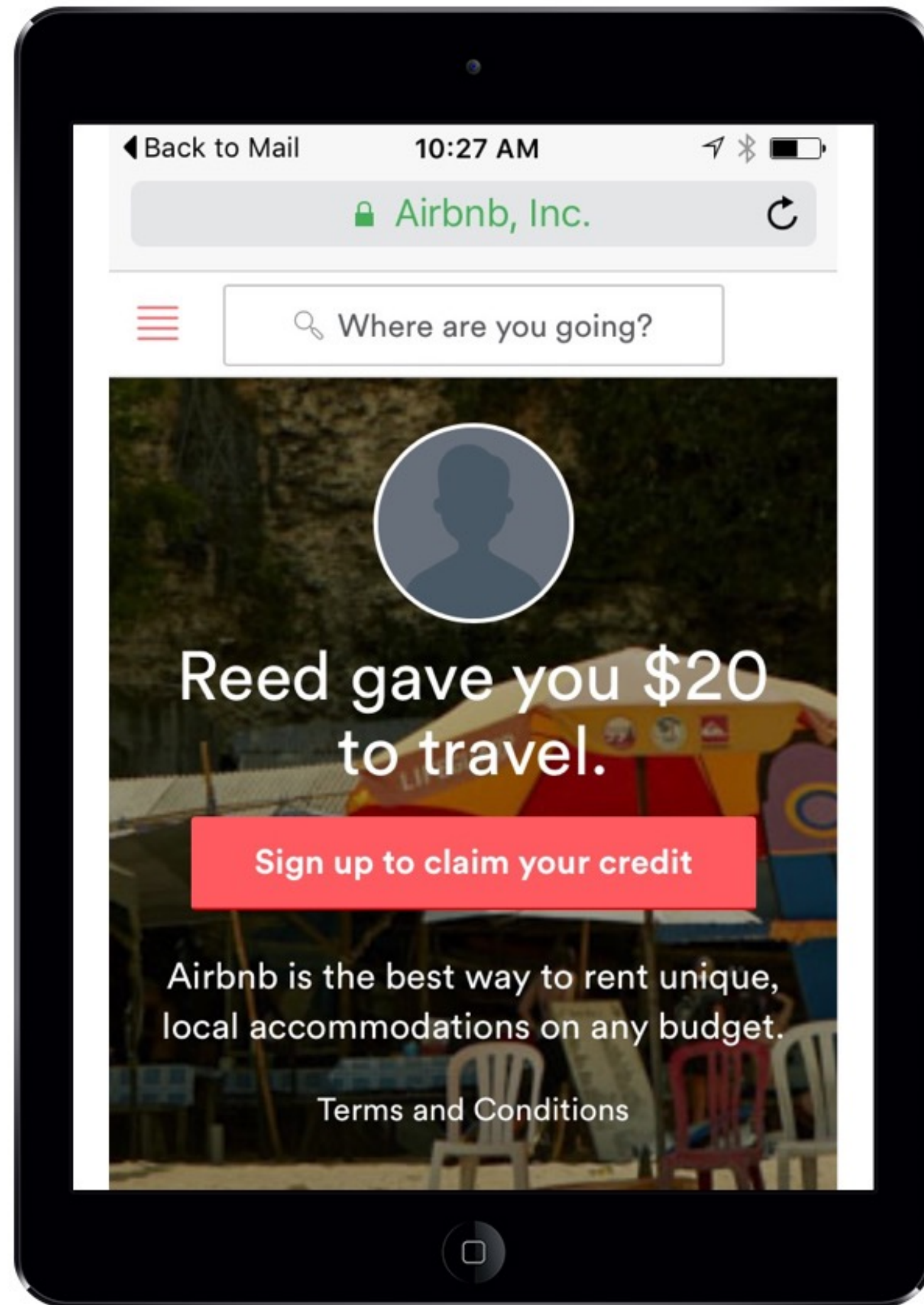
Sharing Inside of the Mobile App



Sharing Inside of the Mobile App



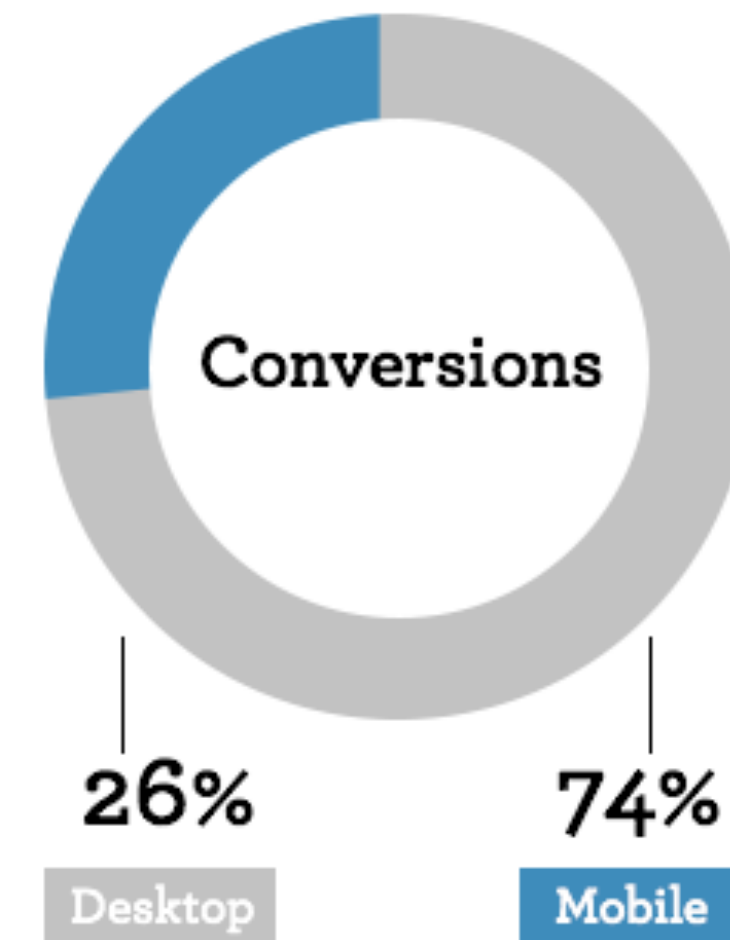
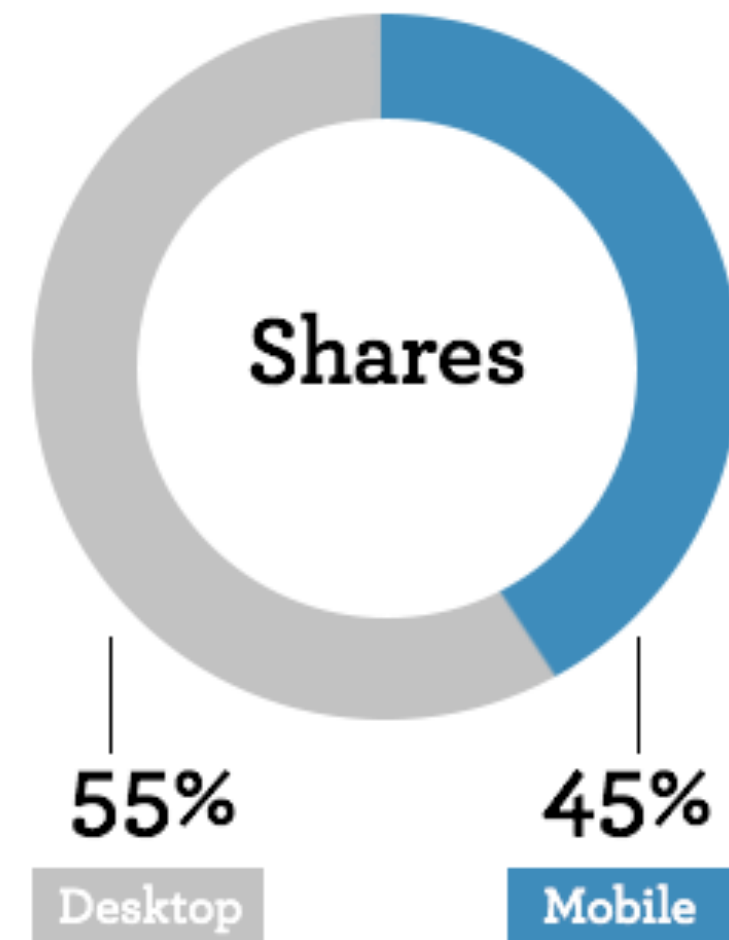
A personal touch



Is your referral program mobile?

The Omnichannel Effect

Average Share to Click: 36.1 Hours
Average Click to Conversion: 2.3 Hours



Device



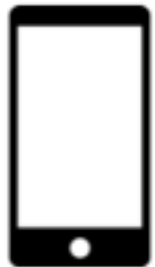
The Offline Effect



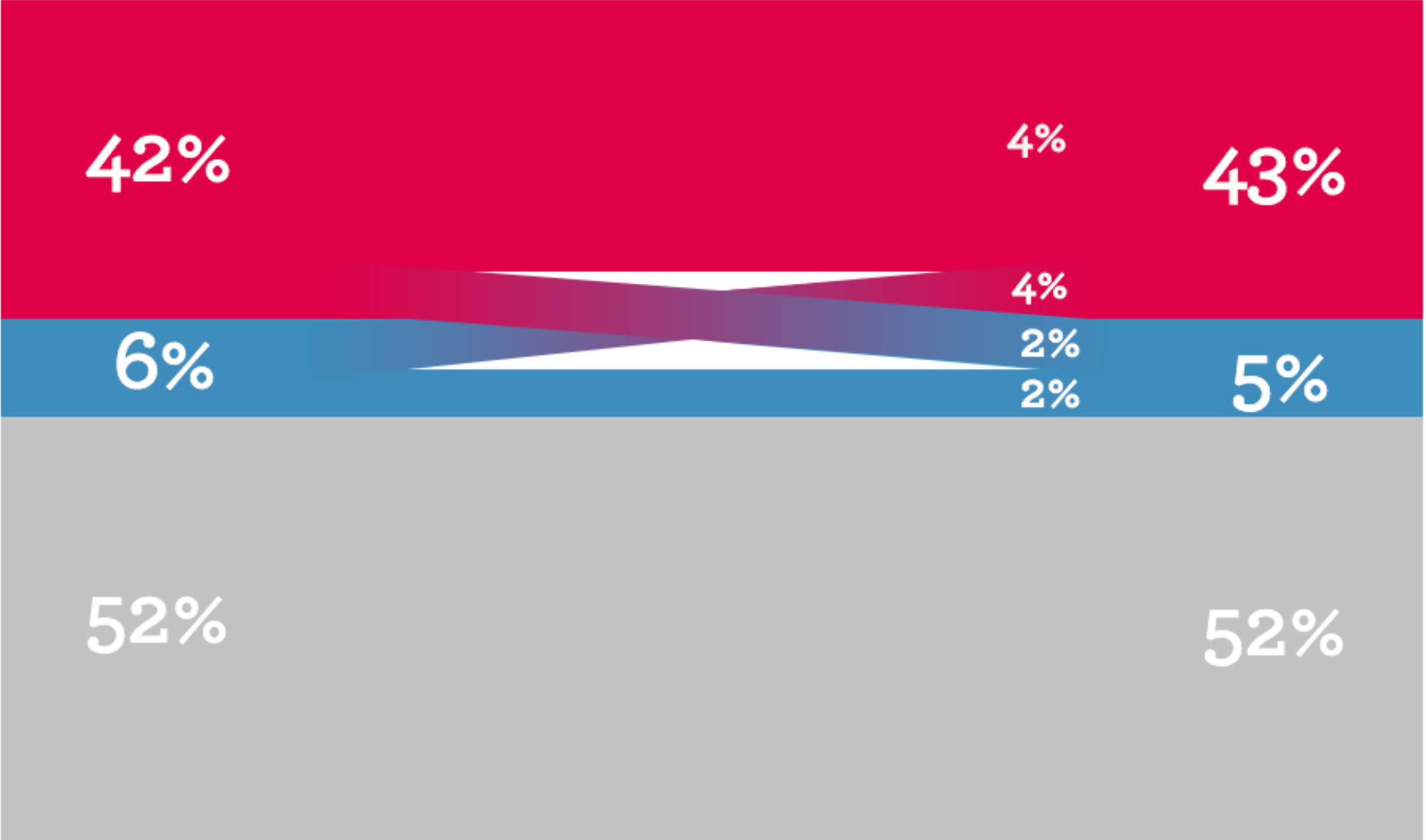
Advocate



Friend



Offline



Offline

Referral programs living offline

+ referral rewards

get \$20 in Rewards

Refer your family and friends to AAA Insurance.

Here's how >>

MADISON REED™

GET \$15 OFF

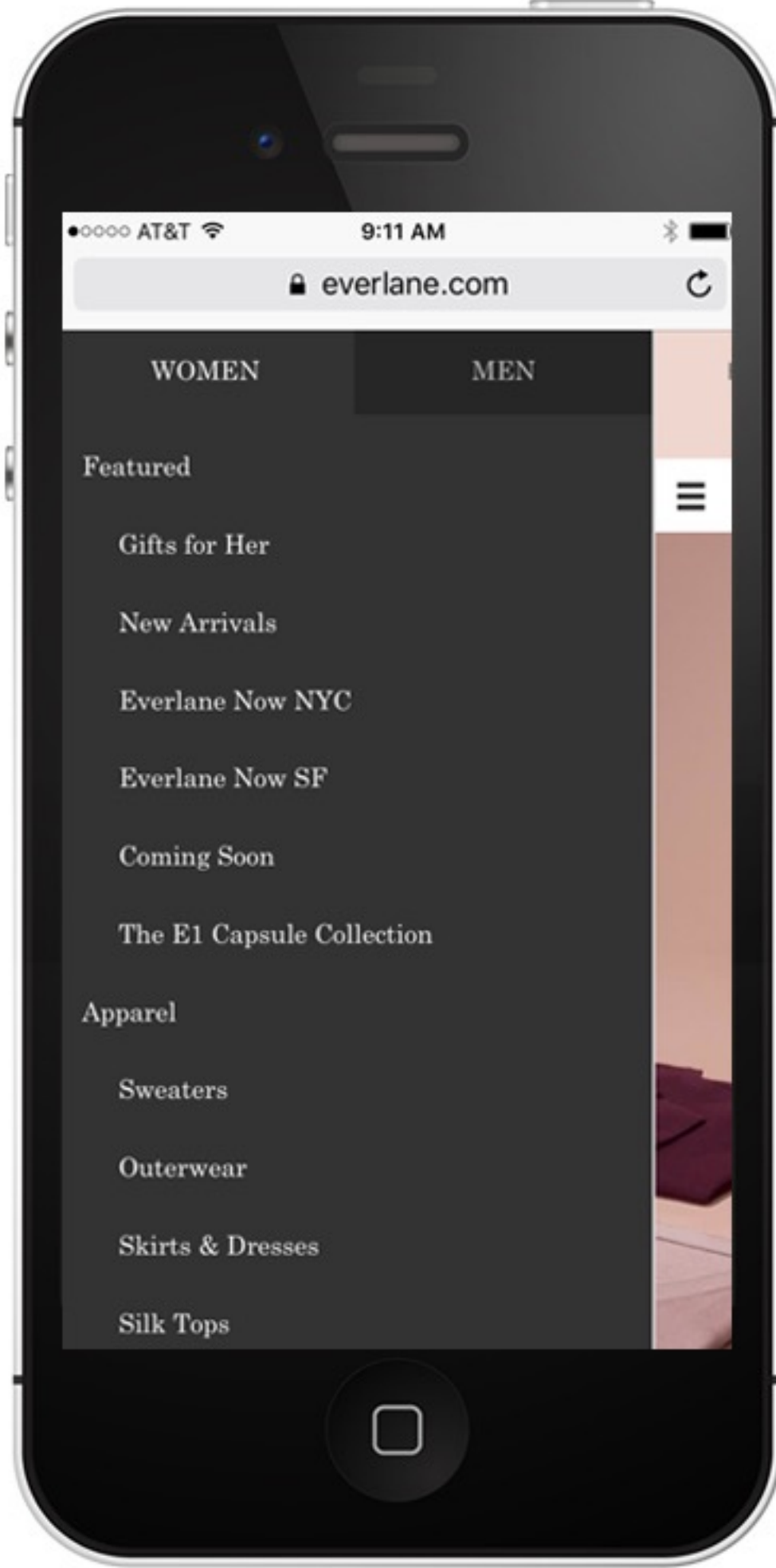
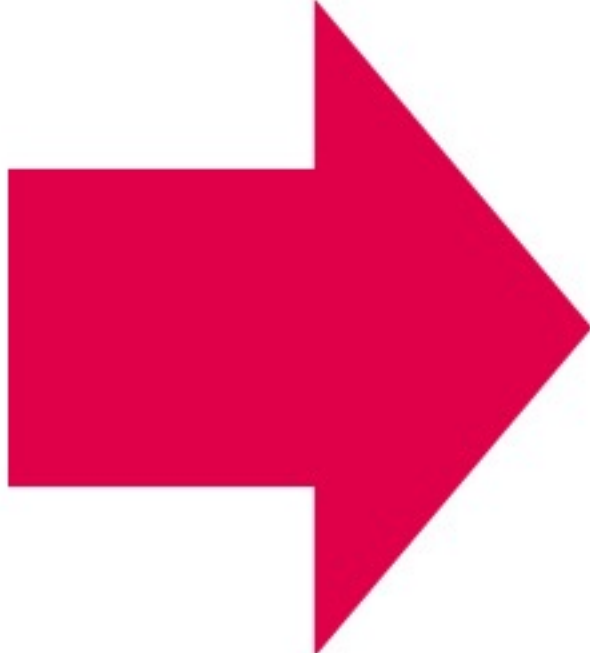
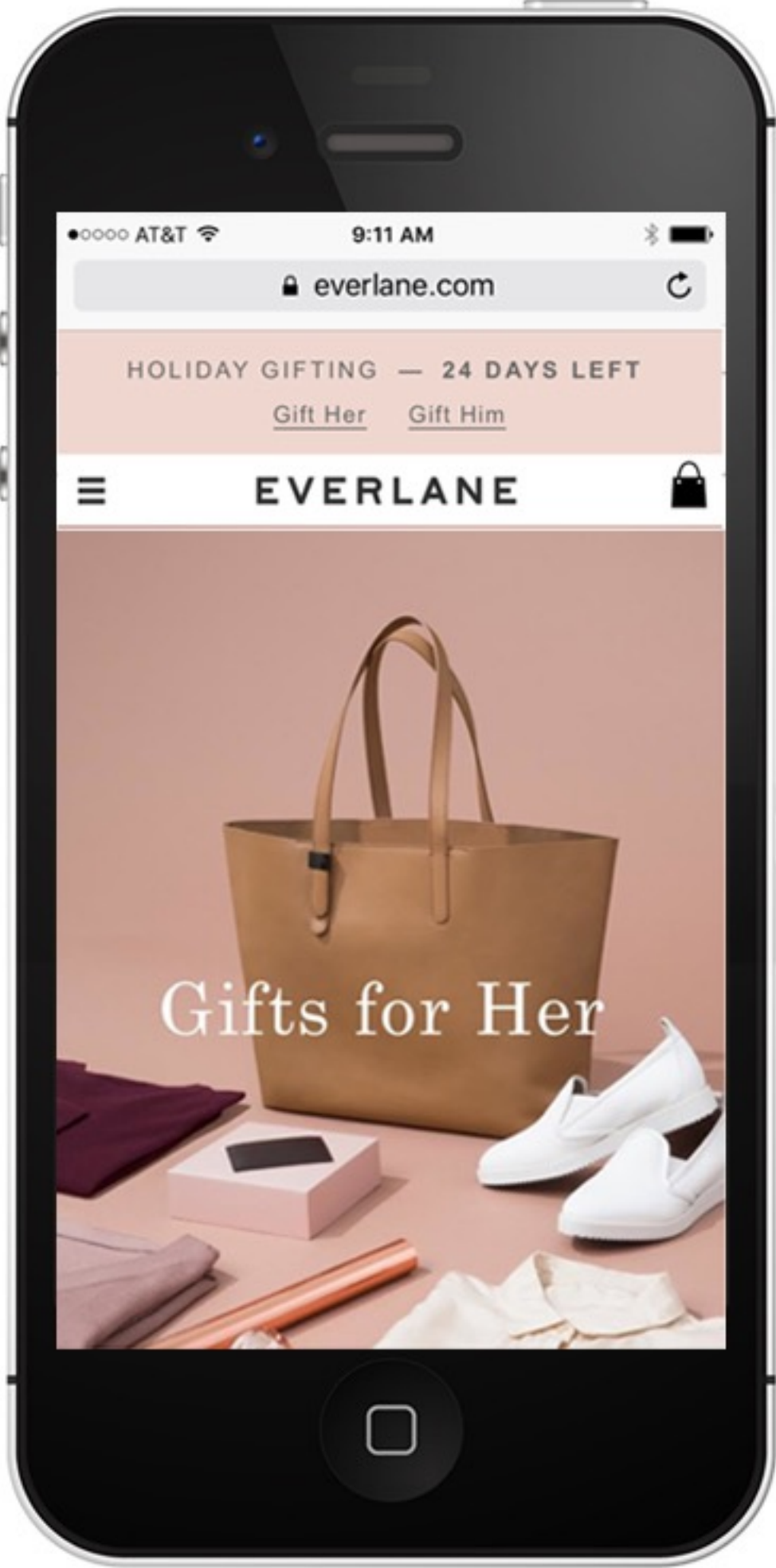
USE MY LINK

refer.madison-reed.com/share/chrisd

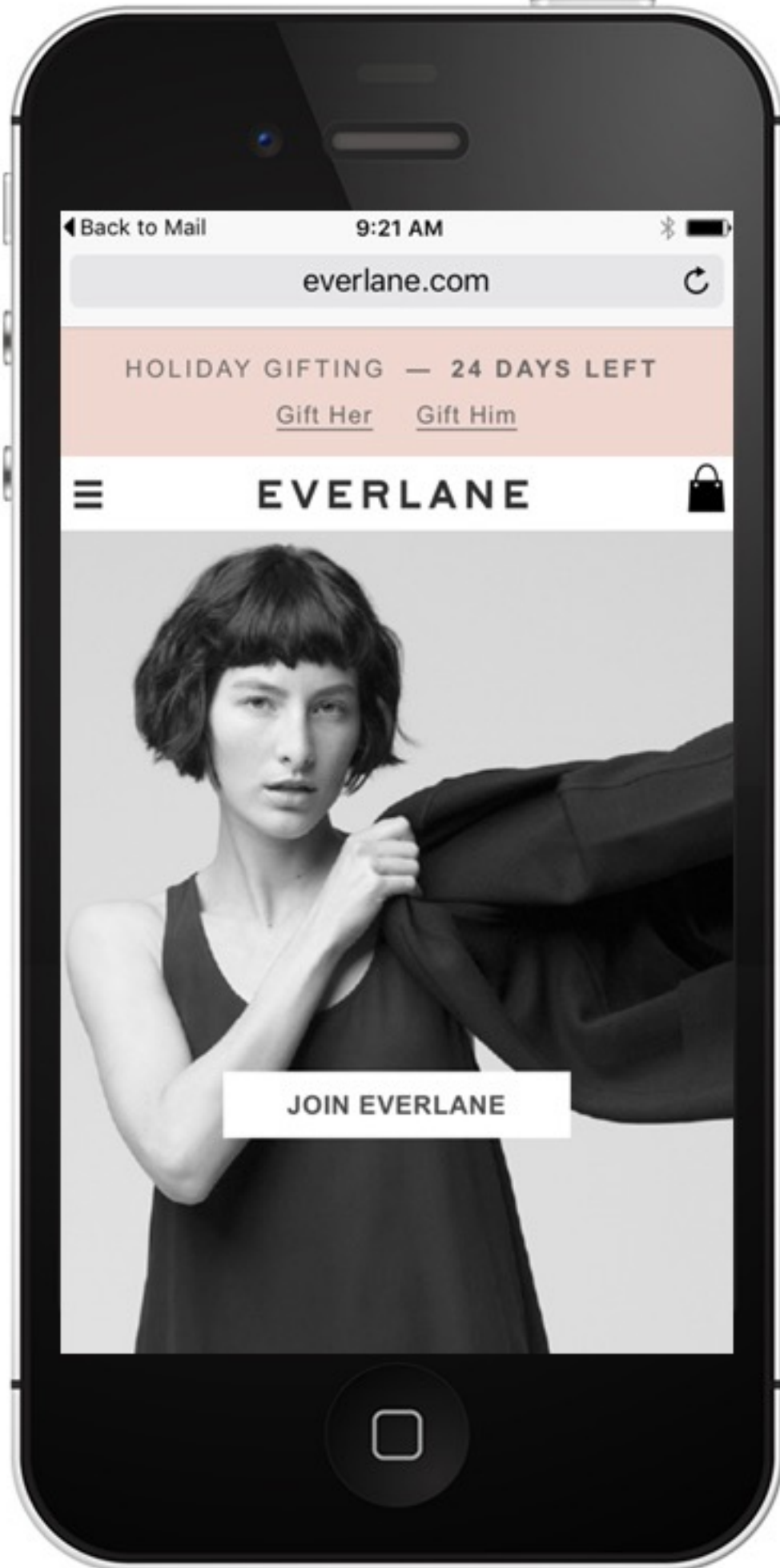
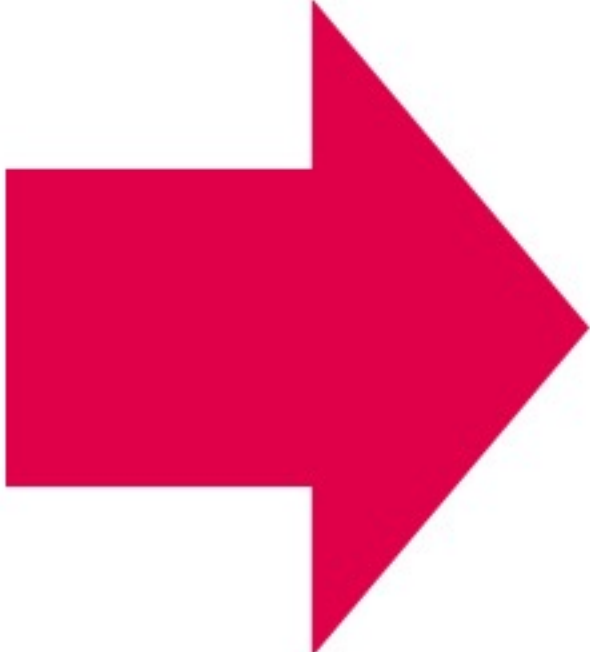
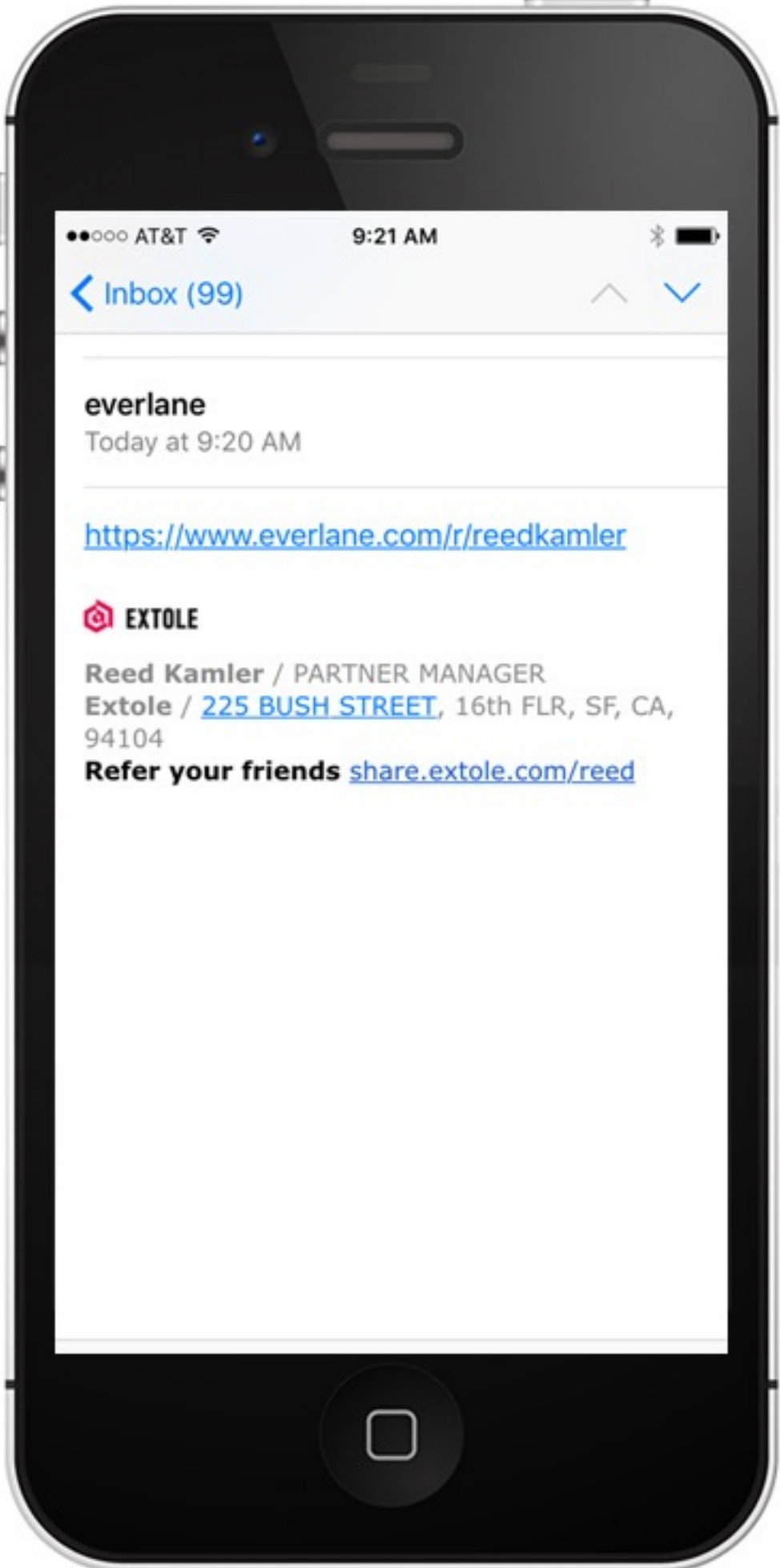
HEALTHY, PROFESSIONAL-GRADE HAIR COLOR

Common misses on mobile

Nowhere to be found



Can't convert...



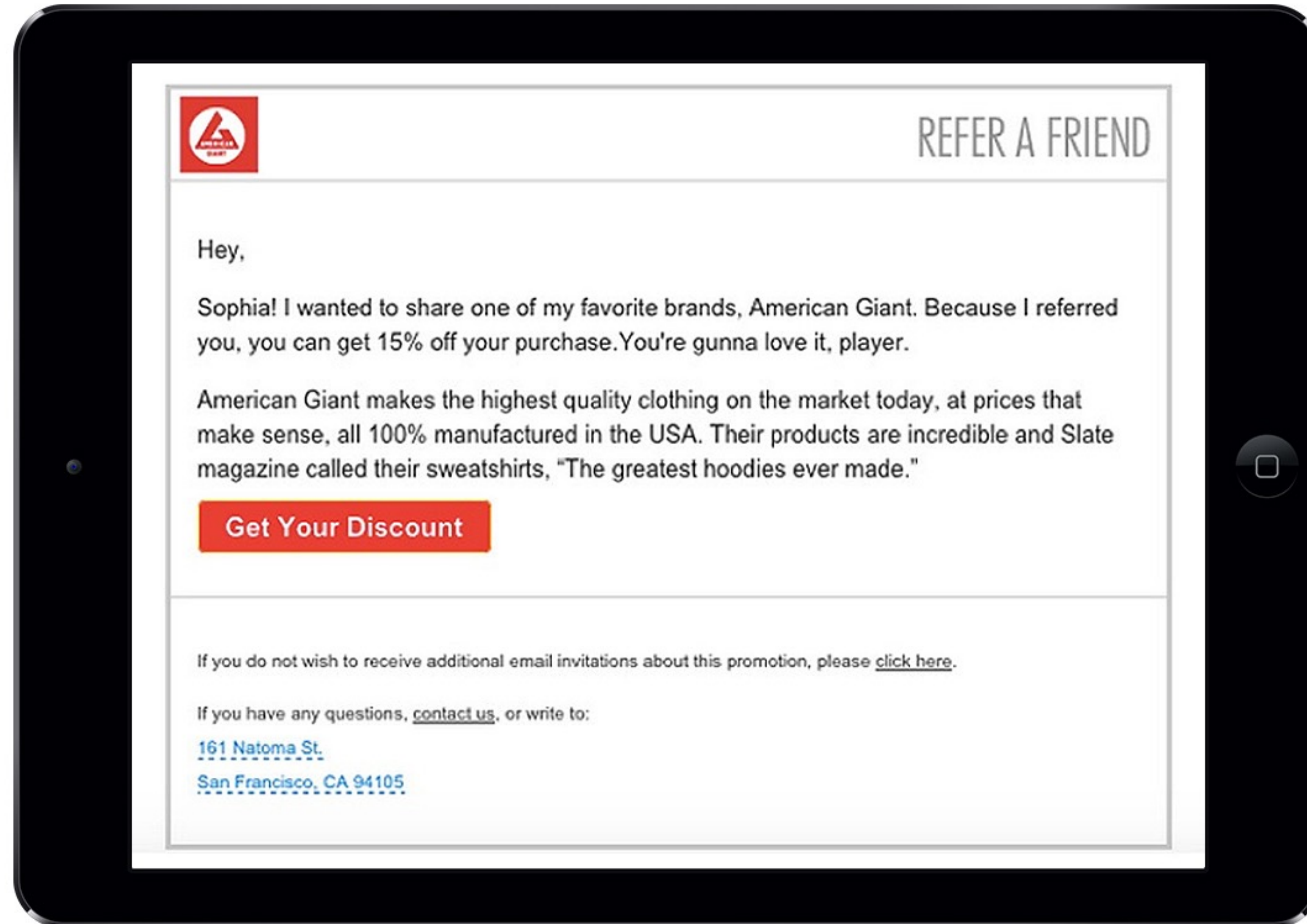
Key take aways

- Referrals need to be accessible cross device
- Be able to easily update program across all channels
- There's referral opportunity offline

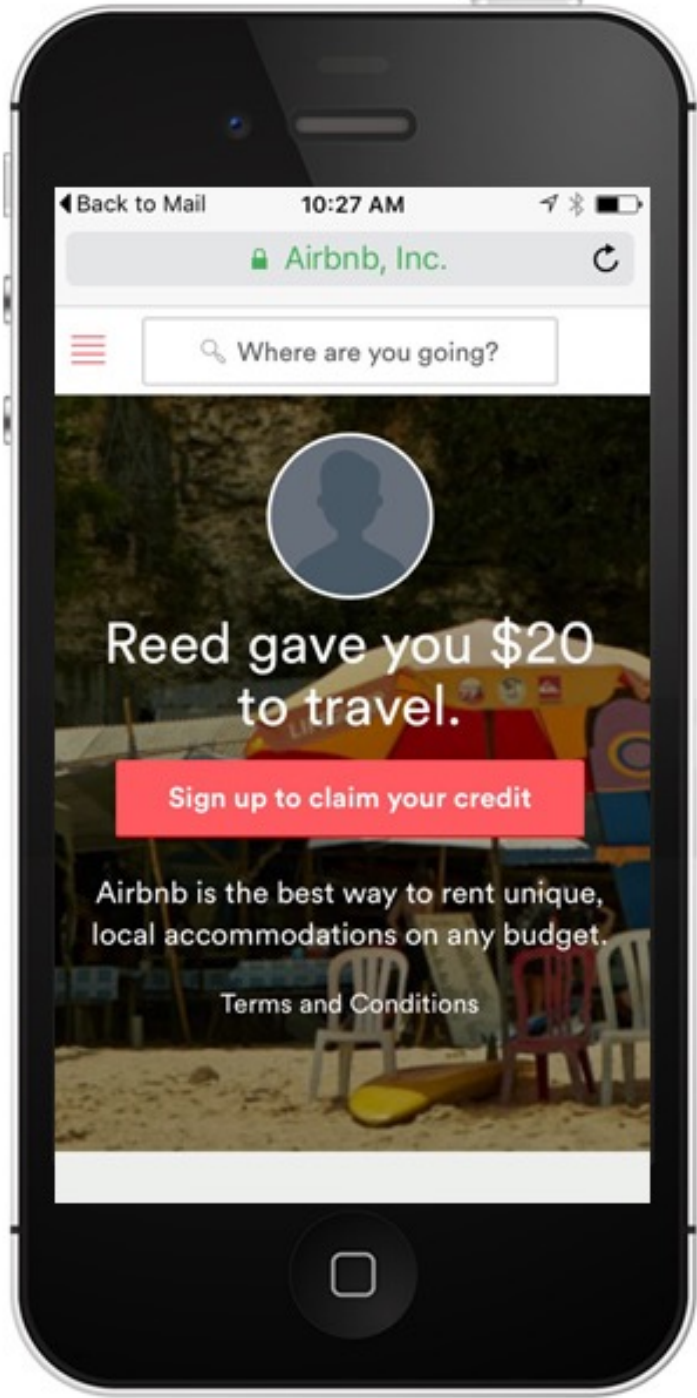
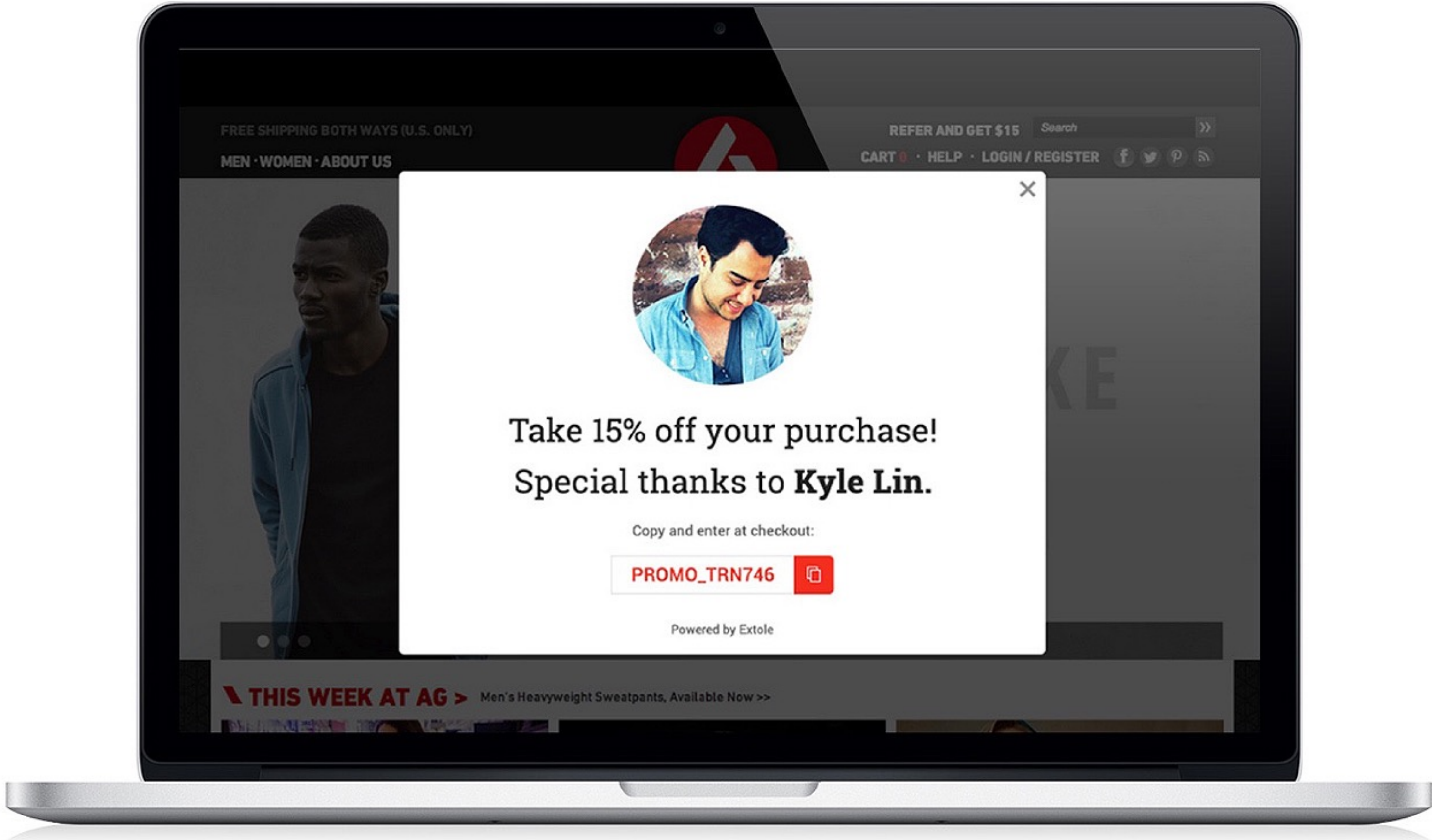
Tip #3:

Keep it personal, and stay in touch

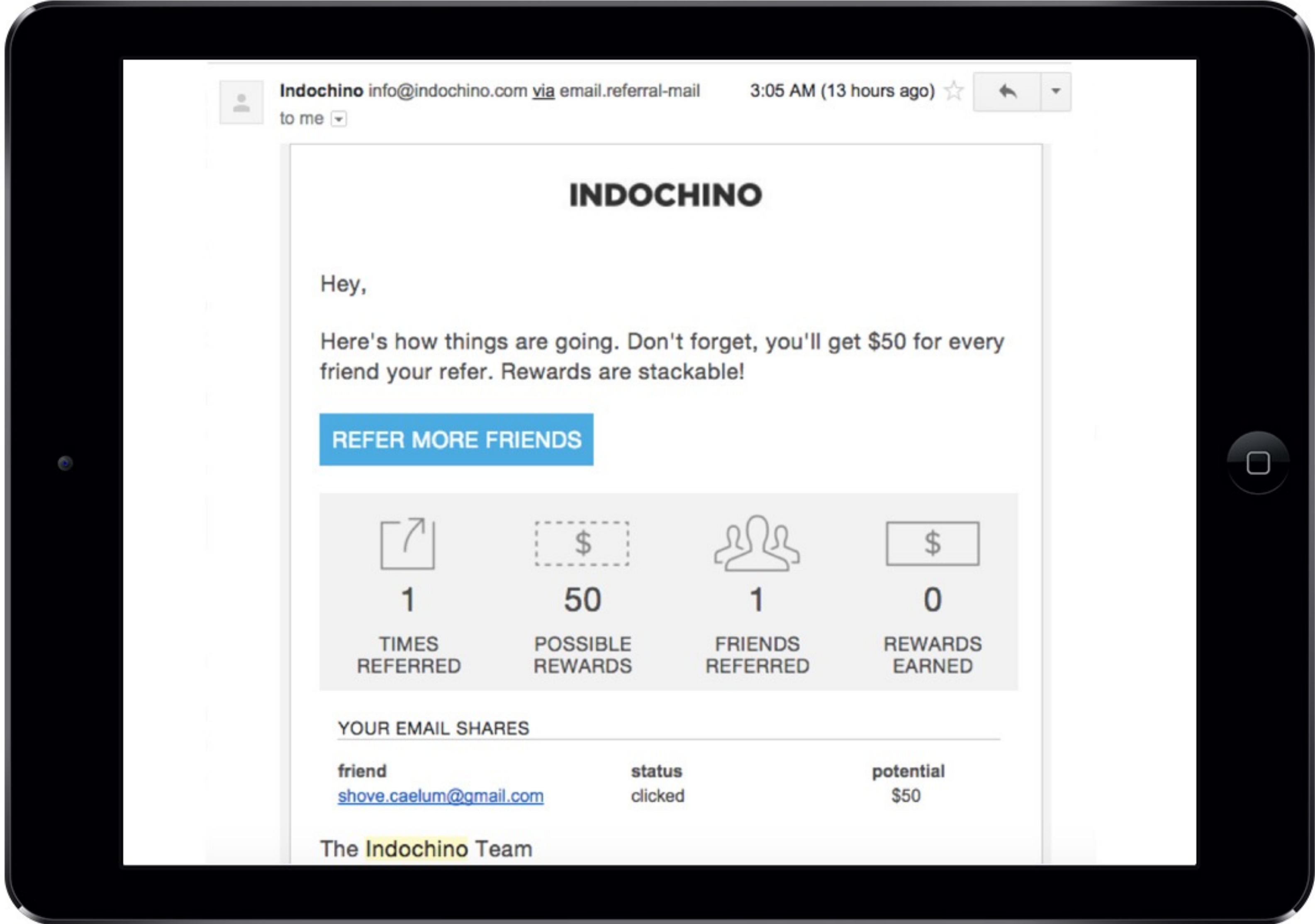
The friend to friend referral Email



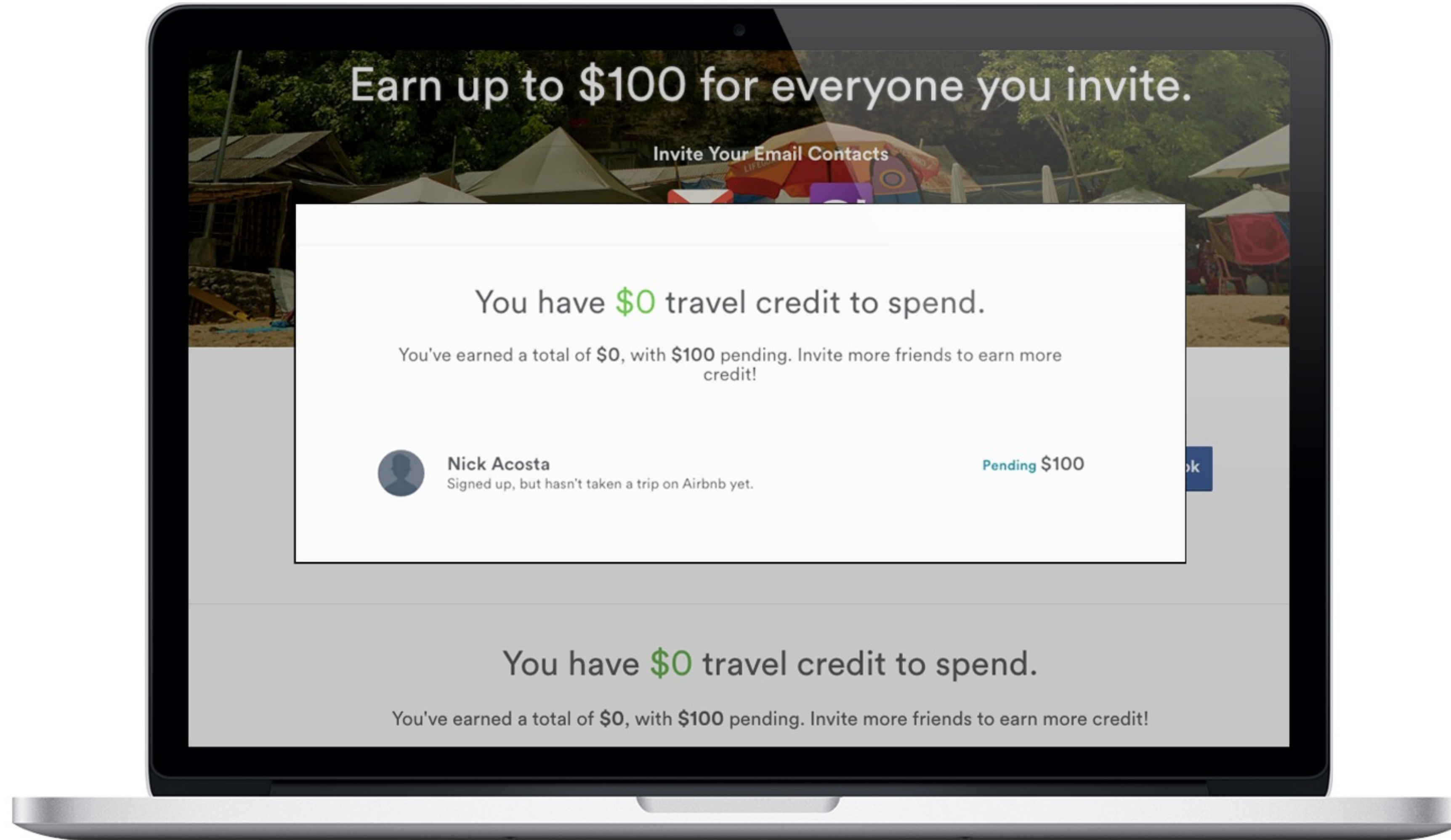
Personalize the friend Landing



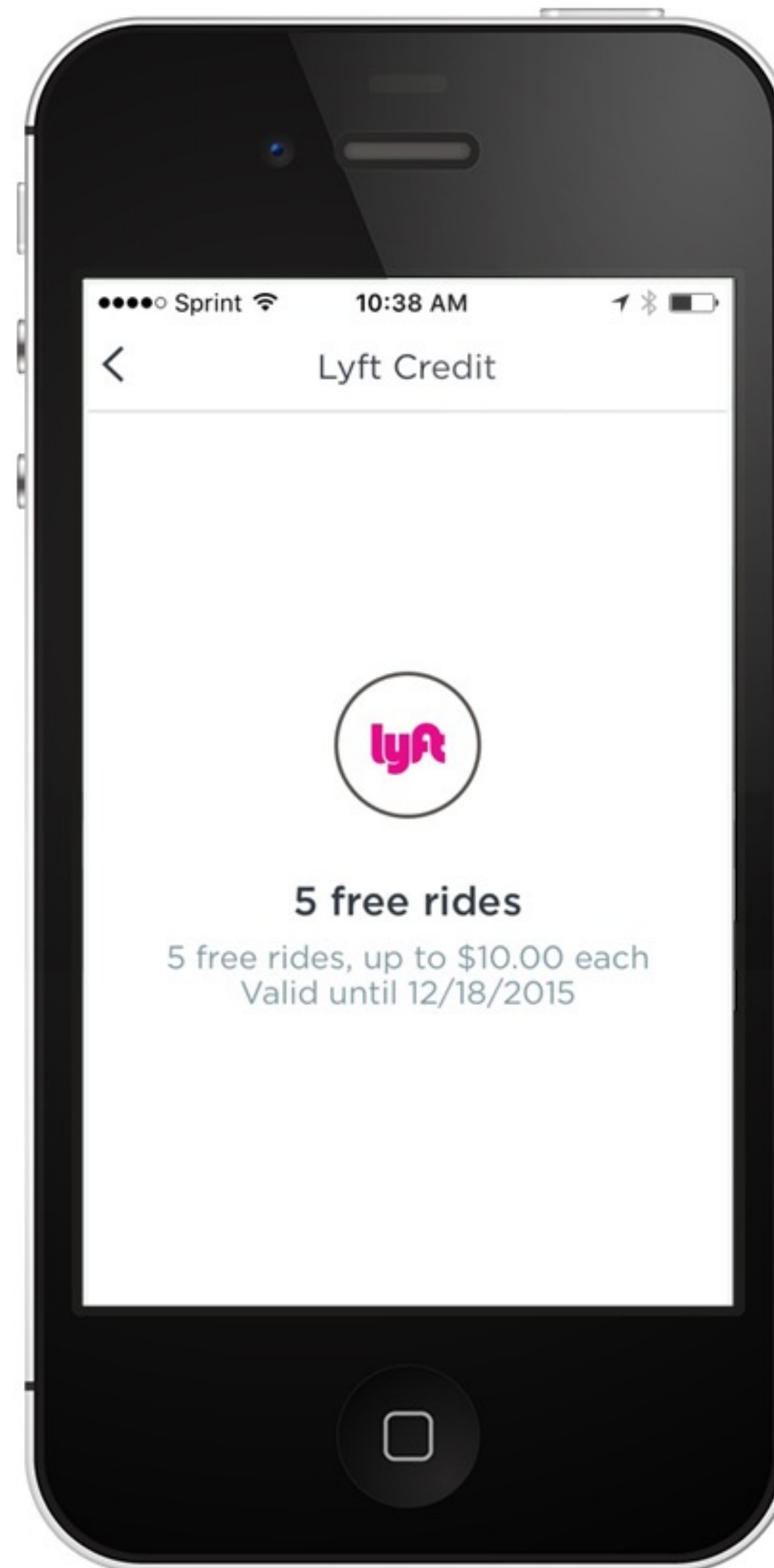
Nurture your advocates



Visible Referral Account Balance

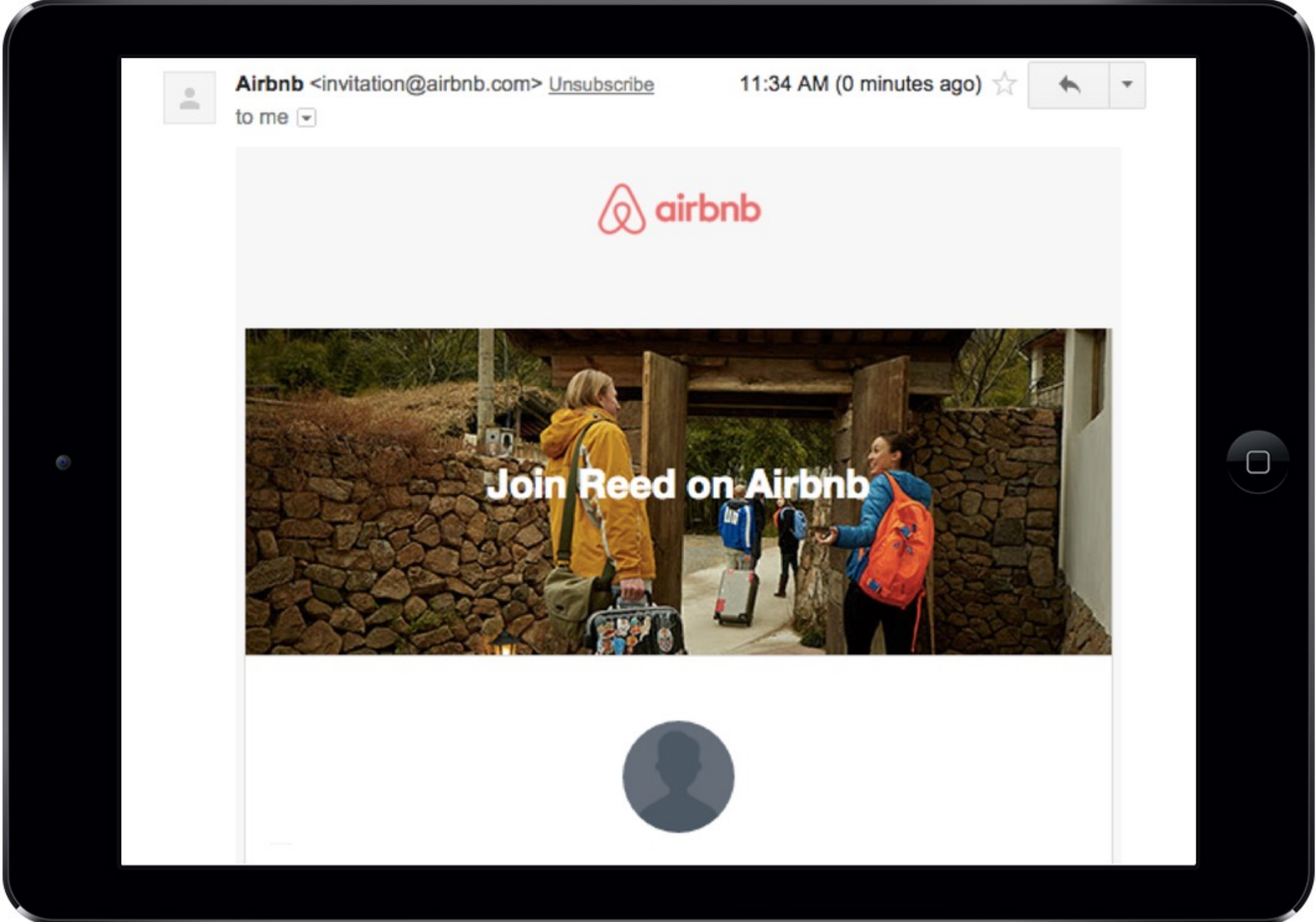


And a reason to celebrate!



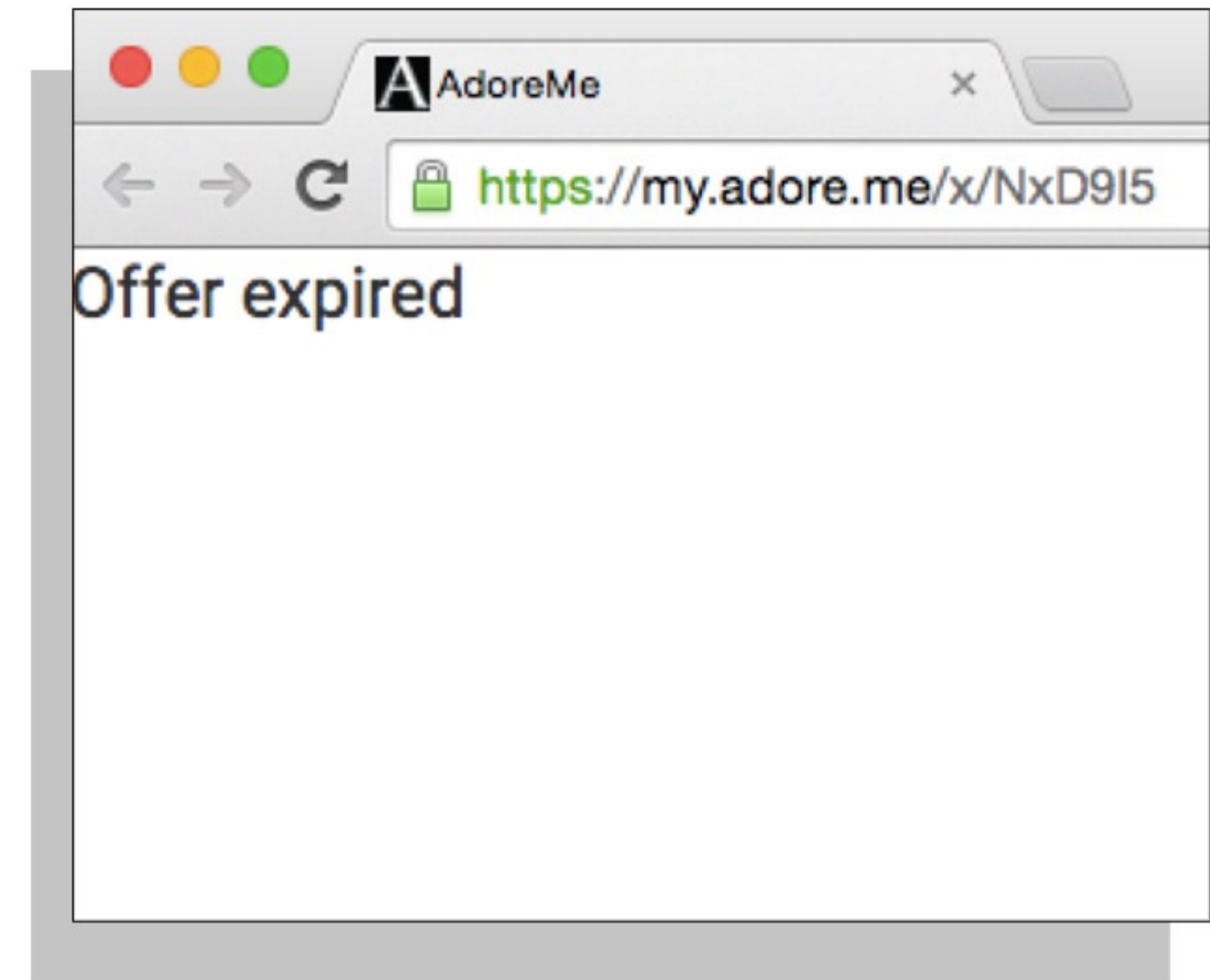
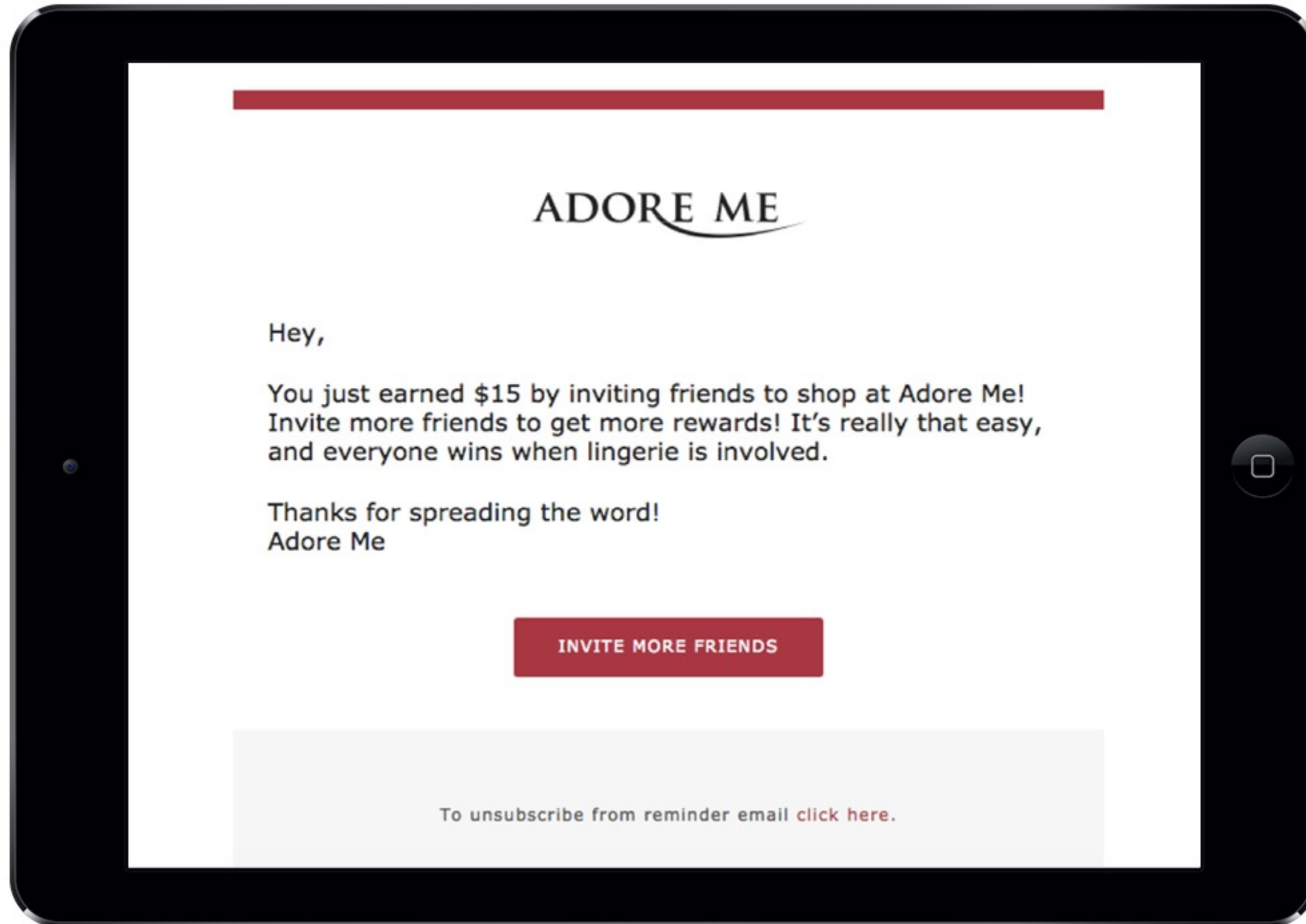
Other blunders to banish

Not a personal share

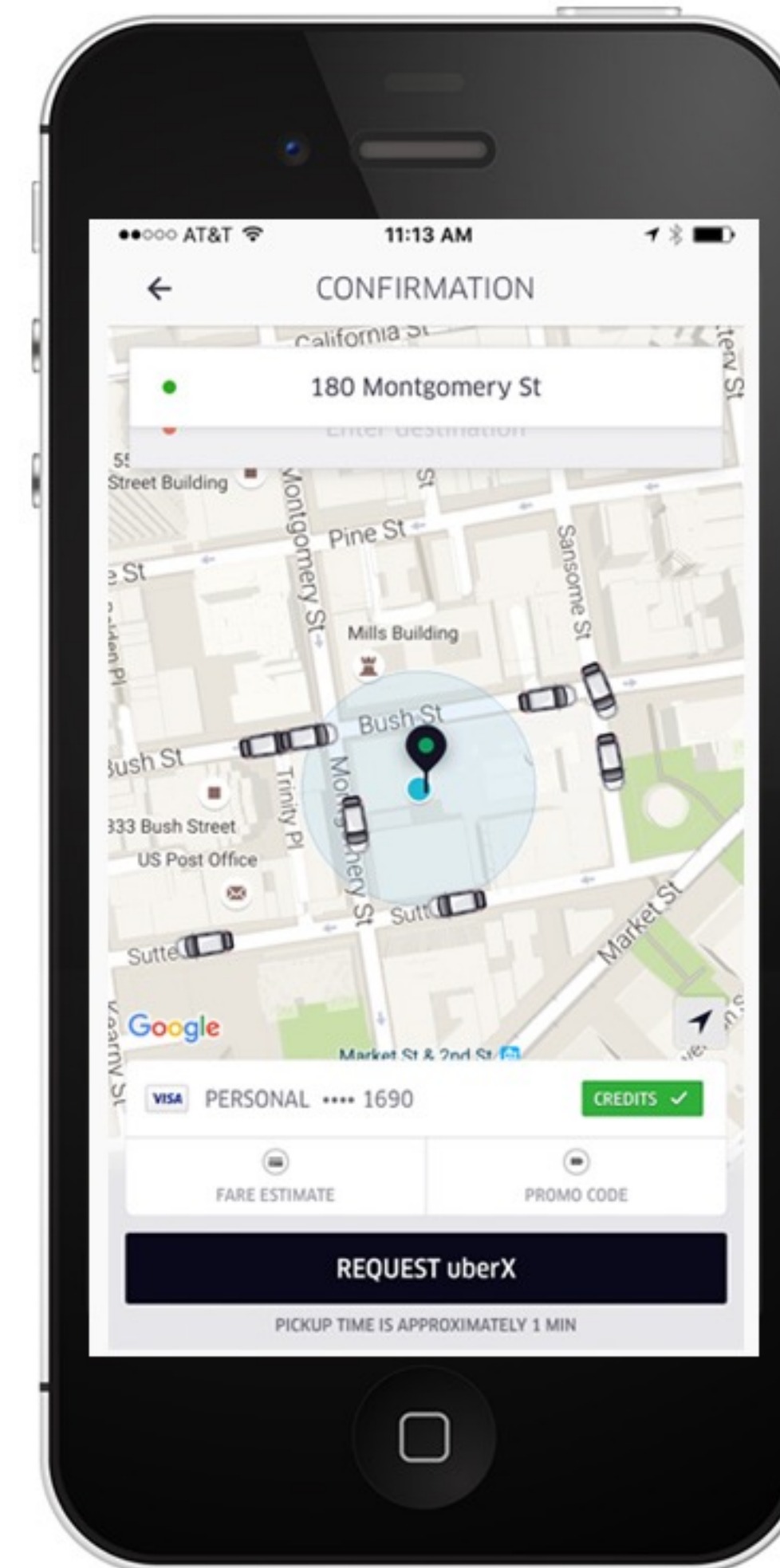
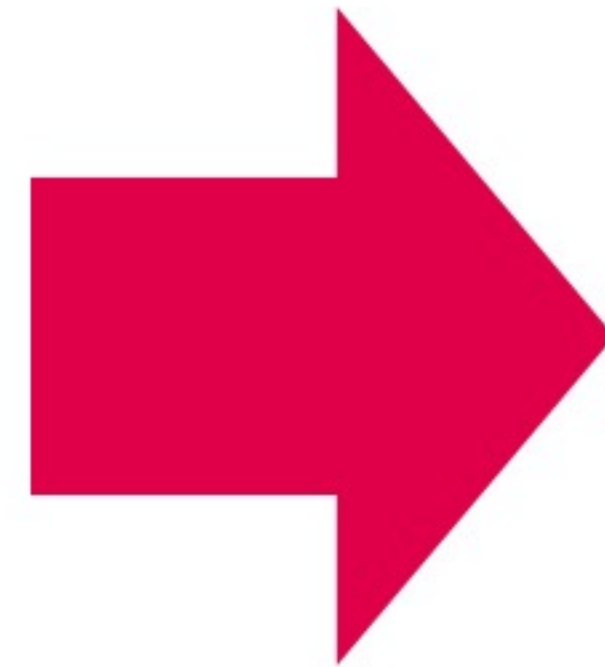
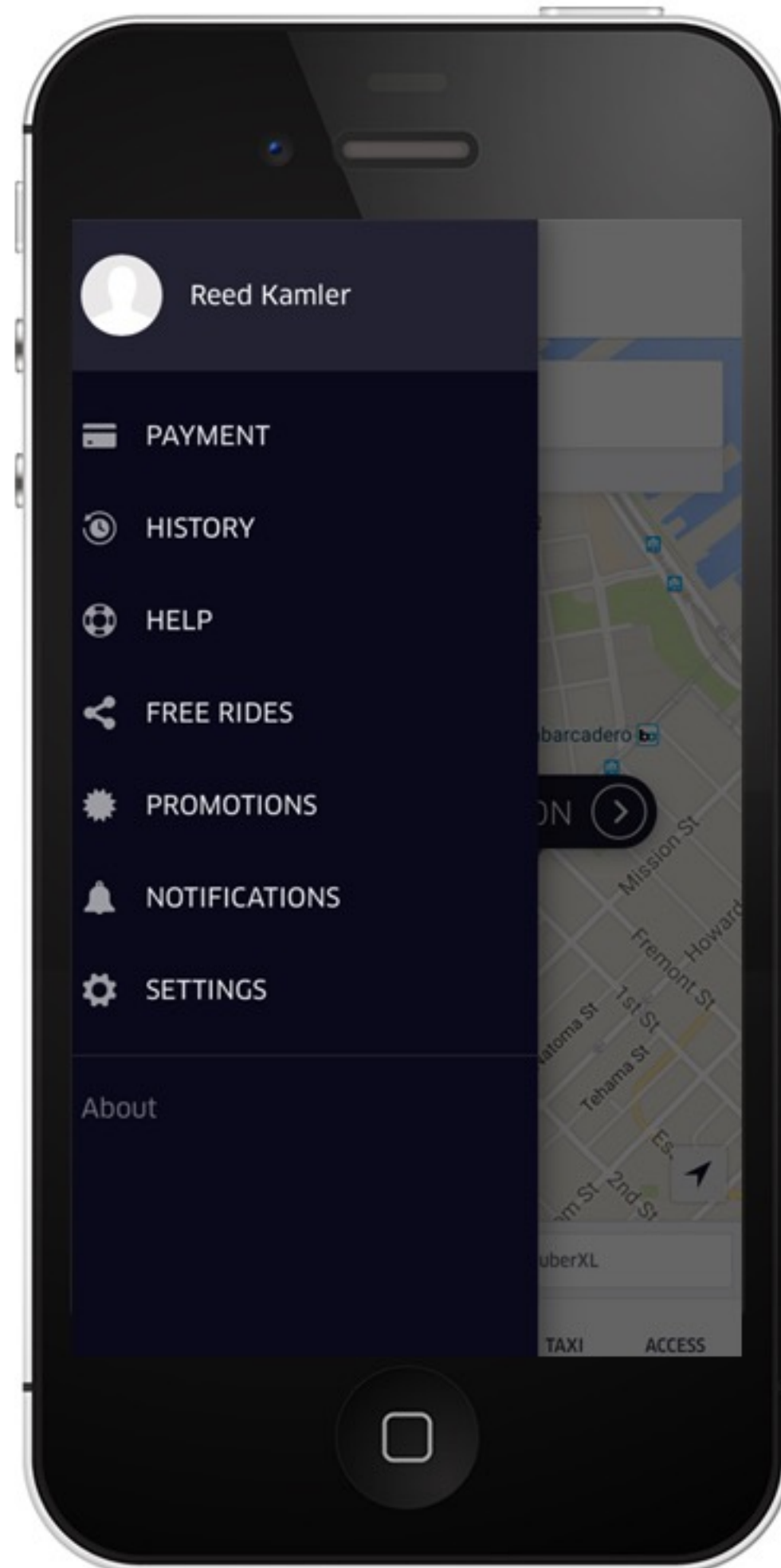


You just earned \$15!

But the program's off...



Who, and how much?



Key take aways

- Communicate with your advocates
- Welcome referred friends into the program
- Let the share message be as personal as possible

What do marketers need
to rule referrals?

and how **Extole** can help

Know Your Advocates

The screenshot displays the Extole dashboard with the following components:

- Navigation Bar:** EXTOLE logo, Dashboard, Customers (selected), Campaigns, Incentives.
- Filtering:** All Time, All Campaigns, Promote button, and a share icon.
- Table of Advocates:**

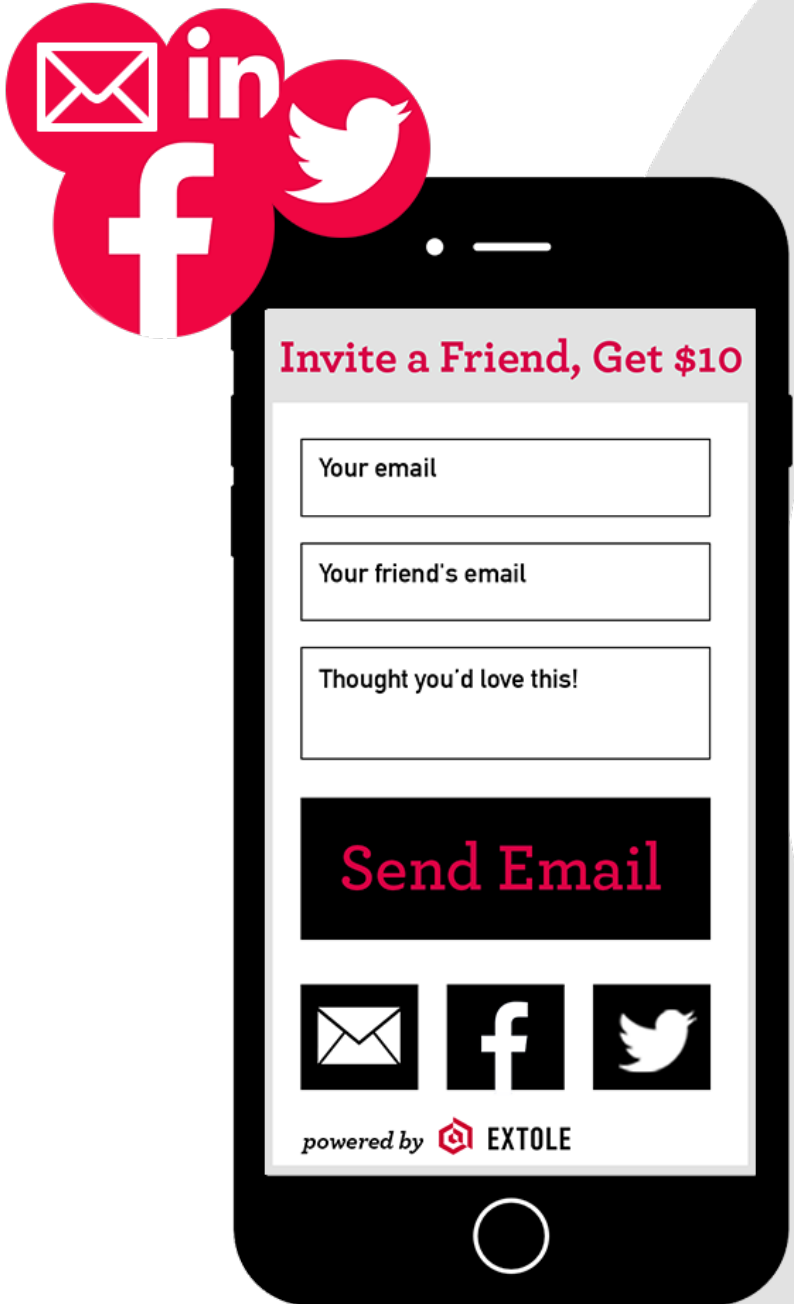
Customer	Sharing	Reach	Conversions	Revenue
James Susbauer jsusbauer@hotmail.com	5 icons	50k+	11	\$562
Jonathan Alvarez jon_alvarez@hotmail.com	4 icons	10k+	9	\$461
Jessica Callahan mroche@sandwich.com	4 icons	2k+	20	\$414
Yumi Todoro yumi77@yahoo.com	3 icons	-	-	\$82
Morgan Jus morganj@gmail.com	3 icons	-	-	\$70
- Profile Detail for Jessica Callahan:**
 - Demographics:** Female | 38 Years Old | Boston, MA USA
 - Summary:** Oklahoma transplant to Boston. Wife and mother of 2. Studied at @BU_Tweets
 - Performance:** Total Reach: 2,235 | Total Revenue: \$414
 - Activity:** Shares: 36 | Conversions: 20
 - Recent Post:** "I just bought the girls new swimsuits. Use my personal code for \$25 off" (45 Minutes Ago)
 - Referral:** Jack DiMaria

Referral API

Customization



Sharing



Promotion



Reporting



The Referral Marketing Platform



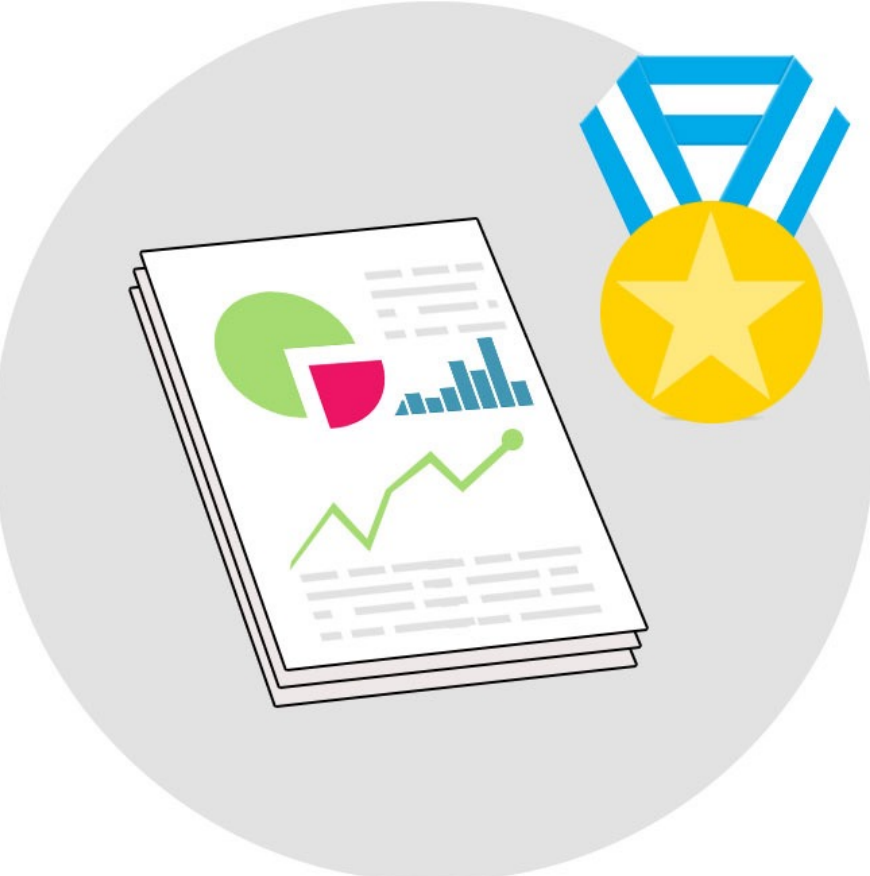
Optimization potential



Engineering resources



Fraud protection



Industry best practices

Q & A

Know someone who needs referrals?



share.extole.com/jen



share.extole.com/chris