

# Fueling growth with SwayTech's Tactical 20.

Tactic #13

**Activate  
customers  
to sell.**

**Sway  
Tech.**

# Customer Referral Program.

## Why?

If your customers love you, then enabling them to tell your story, to refer connections, colleagues and friends through word of mouth can be a powerful way to build your brand , reputation and scale sales conversations.

# KPIs you should have in place.


- Referral leads generated
- Referral conversion rate
- Customer retention rate
- Customer lifetime value
- Brand preference measures

# Step 01.

## Program Design.

- Develop an enticing referral program with clear incentives for customers to refer others.
- Offer rewards for both the referrer and the referred customer.
- Ensure you have a mechanism in place to track and reward successful referrals

**TOP TIP:** Tactics #5 and #7 will provide inputs to help with this step.



# Step 02.

## Promotion.

Based on your resources and communications channels promote the program to your existing customers.


**TOP TIP:** Make it easy. Provide customers with referral content they can share (e.g. social media posts, email templates etc).



# Step 03.

## Target Customers.

Not all customers will be right for this program. Identify and engage your most loyal customers as your program advocates.




**TOP TIP:** If you start with your advocates you can use them as examples as you build out the programme and promote it to your other customers.

# Step 04.

# Communication.

Regularly communicate with customers about the referral program.

**TOP TIP:** Build the programme into your onboarding process and other relevant customer touchpoints.

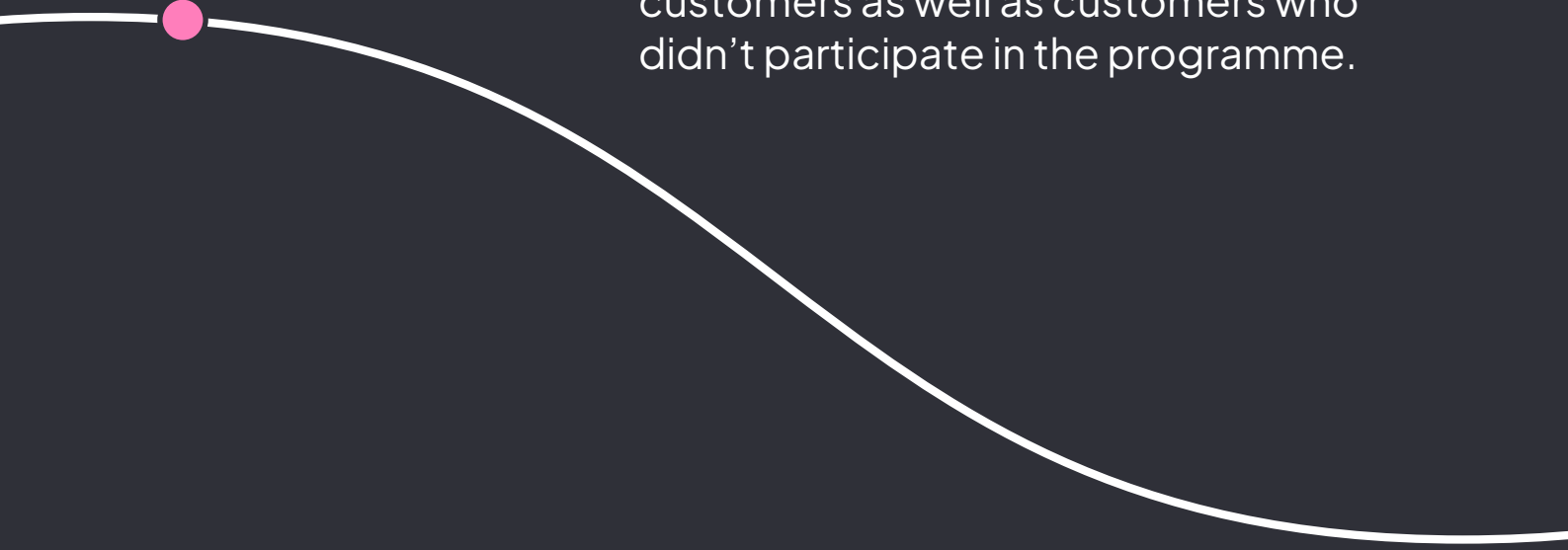


# Step 05.

## Programme evaluation.

Measure the impact of the referral program on customer acquisition and retention.

**TOP TIP:** Seek feedback from referrers and newly acquired customers as well as customers who didn't participate in the programme.





**NextUp:Tactic #14**

# Customer Success Stories.

The next tactic will help you leverage customer success stories, testimonials, and social proof to establish credibility and influence potential customers' decision-making.

**Follow SwayTech on LinkedIn** to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**When we say marketing,  
we think business.**

**Sway  
Tech.**