



# Grow Your Business With Amazeful Referrals

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Let your happy customers do the marketing for you and spread the word about your business

# Introduction.

Launching referral marketing is one of the best things you can do for your business. It has always been a profitable and cost-effective strategy. All the biggest companies have their own referral programs - Amazon, Airbnb, Tesla, and more. With referrals, businesses can empower the strongest marketing engine that they have: their own customers.

Use **Amazeful Referrals** to let your happy customers do the marketing for you and spread the word about your business. What better way to earn credibility than to let your existing customers advertise for you?

## What is a customer referral program?

A referral program is a marketing tactic that incentivizes your existing customers to refer your business to their friends and family. It's a win-win situation for everyone in the chain. Your business gets a free promotion, your customer gets a reward for referring a friend, and the friend gets a trusted recommendation.

# Why referrals will work for your business?

- **Customer referrals** are cost-effective. Unlike with paid online advertising, with referrals, you don't need to spend thousands of dollars to attract a new customer.
- **92%** of consumers trust recommendations from people they know.
- Referred customers are more loyal and bring **25%** higher profits compared to other marketing channels.
- When done correctly, your **business referrals** will spread like a virus. Your customers will refer their friends, who will refer their friends, who will refer their friends...leading to compounding new sales.

# Why do you need a third-party platform like Amazeful to do referrals?

- Word-of-mouth marketing works by itself. People will always recommend good products to their friends and family if they had a great experience. But what is the percentage of your customers who will really recommend your product to others and share your business contacts? Totally not 100%. **Amazeful's** interface lets you send referral forms to all your customer base, which increases the number of recommendations and potential clients.
- If the process of sharing a referral is too complicated, even the most motivated customer won't do it. **Amazeful** makes this process easy. A customer receives a share form that he can use to introduce your product to his friends. He can share it through a text message or an email.

# How do Amazeful referrals work?

## Referral based. Non-incentivized.

When using non-incentivized referrals, customers are not rewarded for referring their friends. Some businesses may not feel the need to offer any rewards to customers.

Instead of this, they may focus on improving their customer experience and providing a simple way for their customers to refer friends. Besides, even without any incentive, some customers like sharing good and qualitative products with their friends if made easy to do so.

### Referral type

  
Referral based  
Non-incentivized

  
Referral based  
Incentivized

  
Conversion based  
Incentivized

### Customers

Customers are not rewarded for referring friends.

### Friends

Friends are not given an offer when receiving the referral.

Create Referral Form

# How do Amazeful referrals work?

## Referral based. Incentivized.

Even though you may have tons of happy customers, not all of them will refer your business to their friends proactively. Incentivized referrals are there to give your customers that extra push.

This referral type is two-sided. All recipients will get the same promo code - your existing customer and their referred friends. Friends are rewarded with a promo code for just sharing your promotion with their friends, regardless of if they convert into a sale or not. With this referral type, you give a reason for both parties to join which can lead to a higher number of successful referrals and sales.

### Referral type

 Referral based Non-incentivized	 Referral based Incentivized	 Conversion based Incentivized
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Promo code\*

### Customers

Customers are rewarded with a promo code for sharing with their friends.

### Friends

Each friend receives a promo code.

\*Single shared promo code issued to all recipients.

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# How do Amazeful referrals work?

## Conversion based. Incentivized.

This referral type is also incentivized, but the customer is only rewarded after their referred friend makes a purchase. Each customer receives a unique promo code generated through the Amazeful site. A customer is rewarded for each friend that uses their unique promo code and converts into a sale.

It is also two-sided and all recipients get unique promo codes that they can use to invite their friends. Amazeful's interface allows you to track all referrals and understand what works best for you.

### Referral type

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### Customers

Customers are rewarded for each friend that uses their unique promo code.

### Friends

Each friend receives a unique promo code.

\*Unique promo code issued to all recipients.

Create Referral Form



**Amazeful**

# Start getting referrals today!

Referrals can be a great component of your marketing strategy. Don't wait for it to happen organically.

With a powerful platform like Amazeful, you can automate your referral programs and grow your customer base faster.



[amazeful.com](https://amazeful.com)