

# REFERRAL MARKETING

SKYROCKET SALES AND REACH NEW CUSTOMERS EVERY SINGLE DAY WITH REFERRAL MARKETING!



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# Table of Contents

Table of Contents .....	3
Introduction .....	4
Become Share-Worthy .....	7
Network with Influencers .....	12
Timing is Everything .....	15
Tweak Your Referral Sign Up Page .....	22
Always Follow Up .....	24
Be Innovative .....	26
Offer Additional Incentives .....	28
Join Perkzilla.....	30
Final Words.....	32
Resources.....	34

# Introduction

If you're looking to maximize exposure and profits while consistently working towards acquiring new customers, there is no better way than with referral marketing.

Referral marketing is all about encouraging people in your niche to share your products and services. This can include customers, influencers and thought leaders in your market.

Ultimately, there is no easier way to better position your brand and leverage your existing customer base than to design a referral system that actively encourages sharing.

There are many ways to create a referral system for your business. You could choose to compensate referrals based on a specific cash value, credit towards purchases made on your shop, or other incentive-based offers that motivate people to share your products and services amongst their own inner circles.

The problem is, many people don't spend enough time analyzing what is currently working in their market so they can design a referral program around what is likely to move the needle.

Worse, many businesses overlook referral marketing altogether and do little more than set up a basic affiliate program and hope it will help them expand their outreach.

*Build it and they will come* simply doesn't work when it comes to creating a successful referral program. The key is to analyze your market so that your platform will attract the **right** customers.

While a basic affiliate program is a great asset to your business and can help elevate your platform and broaden your outreach, it's only the beginning. There are many other ways to utilize the power of referral marketing and that's what this special report is all about.