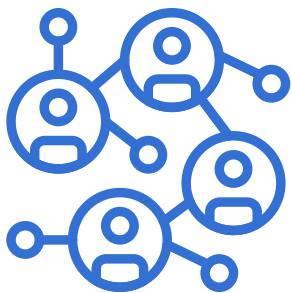


HOW TO BUILD STRONG REFERRAL NETWORK

You can't just sit back and wait for referrals to come in – you need to take an active role in building your referral network. To build a strong and effective referral network, consider the following referral network best practices:

Make sure your business is worth sharing.

If you want to build a strong referral network, it's important to start by ensuring your business is worth sharing. Providing quality products and stellar customer service is critical to getting quality referrals. People want to share good experiences with their circles, so make sure your brand experiences are exceptional.



Choose the right types of networks.

The right choice for you depends on your business goals, your market and industry, and who is most likely to share your brand. Just be sure to choose the referral network that will work best for your business. And remember, you don't have to pick only one—you can build multiple types of referral networks at once!

Motivate and track referrals with referral program software

If you want to scale your business and create the strongest referral network, referral program software is the way to go. Using a referral program software is the easiest way to set up a referral program. It lets you create a streamlined referral process with a centralized page or portal for gathering and tracking referrals.

