



Engage customers,  
maximise lifetime value  
and drive referrals

Referral marketing is a marketing tactic that makes use of recommendations and word of mouth to grow a business's customer base through the networks of its existing customers. Referral marketing can take many forms, but at its heart, it's a way to get your biggest fans to help spread the word about your brand.

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## Introduction to referral marketing

At its core, referral marketing is about enabling and incentivising your existing customer base to encourage their friends to come and try your service or product for the first time.

Word-of-mouth and referral marketing are often confused. Whilst word-of-mouth is the result of customers talking about your brand with their friends and convincing them to try it, this is done without marketing effort.

So, what is referral marketing? Also known as refer-a-friend marketing, it attempts to harness this customer advocacy and put in place the tools to encourage, reward and track customer recommendations.

### Why is referral marketing so valuable?

Despite the proliferation of new media, marketers are increasingly finding it harder to reach the audience that matters to their brand.

From a consumer's perspective, we are inundated with marketing messages which are completely irrelevant to us.

A second challenge is the lack of trust in advertising. Recent reports from Nielsen suggest trust in marketing has fallen over the last 5 years. A strong referral marketing plan can overcome these issues.

### Referral marketing scores highly on both relevance and trust

#### Relevance

When a friend shares a brand with you, they're acting as the best possible filter for relevance. They know you and whether you'll appreciate being introduced to the brand or not.

#### Trust

They also will only share brands with you that they trust. They won't risk their reputation with you by sharing an unreliable or poor-quality brand.

## Digital vouchers as a marketing tool

Loyalty schemes and vouchers are affective and used by most major brands.

- Vouchers enable you to reach consumers that you typically would not reach, representing a means of stimulating additional purchases.
- Vouchers are highly targeted at friends of happy customers and the receiver is motivated to use them due to their face value.
- Vouchers are distributed by satisfied customers, building your brand credibility and reputation.

There are great advantages for you as the business owner and excellent benefits for the customer both new and existing.

### Advantages for the business

Increase awareness of your services, by attracting new customers. If someone offers a money off voucher, they are naturally encouraging others to purchase your services. Moreover, if the receiver is satisfied with your business there is a greater probability this person will return, increasing customer loyalty.

Ease of implementation. Customer registrations and data captcha are administered by CERQL and hosted in the cloud so activity reports can be accessed at any time. There is no requirement to access your existing CRM system resulting in zero cost to implement.

No additional hardware/software requirements. Vouchers are scanned using the common smartphone.

Current invoicing systems are not affected. Vouchers and credits are just a discount deducted at point of sale.

Cost of accepting vouchers is minimal. The real cost of a £5 discount is a fraction of the face value.

Cost effective. Unlike normal advertising and PPC marketing, cost is only incurred after a new customer has paid for your services. ROI can be accurately calculated in real time rather than running and paying for a campaign only to find that it attracted zero customers.

No cost for distribution. Existing customers circulate your vouchers to their friends, relatives and colleagues.

### Advantages for your Customers

Vouchers deliver great benefits to customers. The key advantages are:

Flexibility. Vouchers do not have a specific date to be used; they have an expiration date and can be used any time between the date they are received and the end date.

Ease of delivery. Vouchers can be delivered to the customers friends via e-mail, social media, or face to face.

## Implementation

All communication routes to your existing customers should be used including; social media, email and SMS.

You can also invite customers that are on the premises to scan a QR code to find out full details and register

### Adverts.

CERQL will supply you with a post for all your social media channels.

Email and SMS copy and attachments can be supplied for inclusion with your own communications.

## The offer to existing and new customers

Existing customers receive a £10 credit for every person recommended towards any future bills. A cap can be included, or you can leave unlimited.

New customers receive £5 off their bill and the chance to register on the recommend a friend scheme.

## Administration

CERQL issue all registered customers with a unique voucher code, social post, and account login. Incoming vouchers are recorded, and credits assigned to the correct account. When credits are used, they are automatically debited from the user account.

You can view all accounts online with the live balance, credits used, and number of vouchers received against identified invoices.

## CERQL Fees

Our simple fee structure

£1 per voucher used.

End of fees

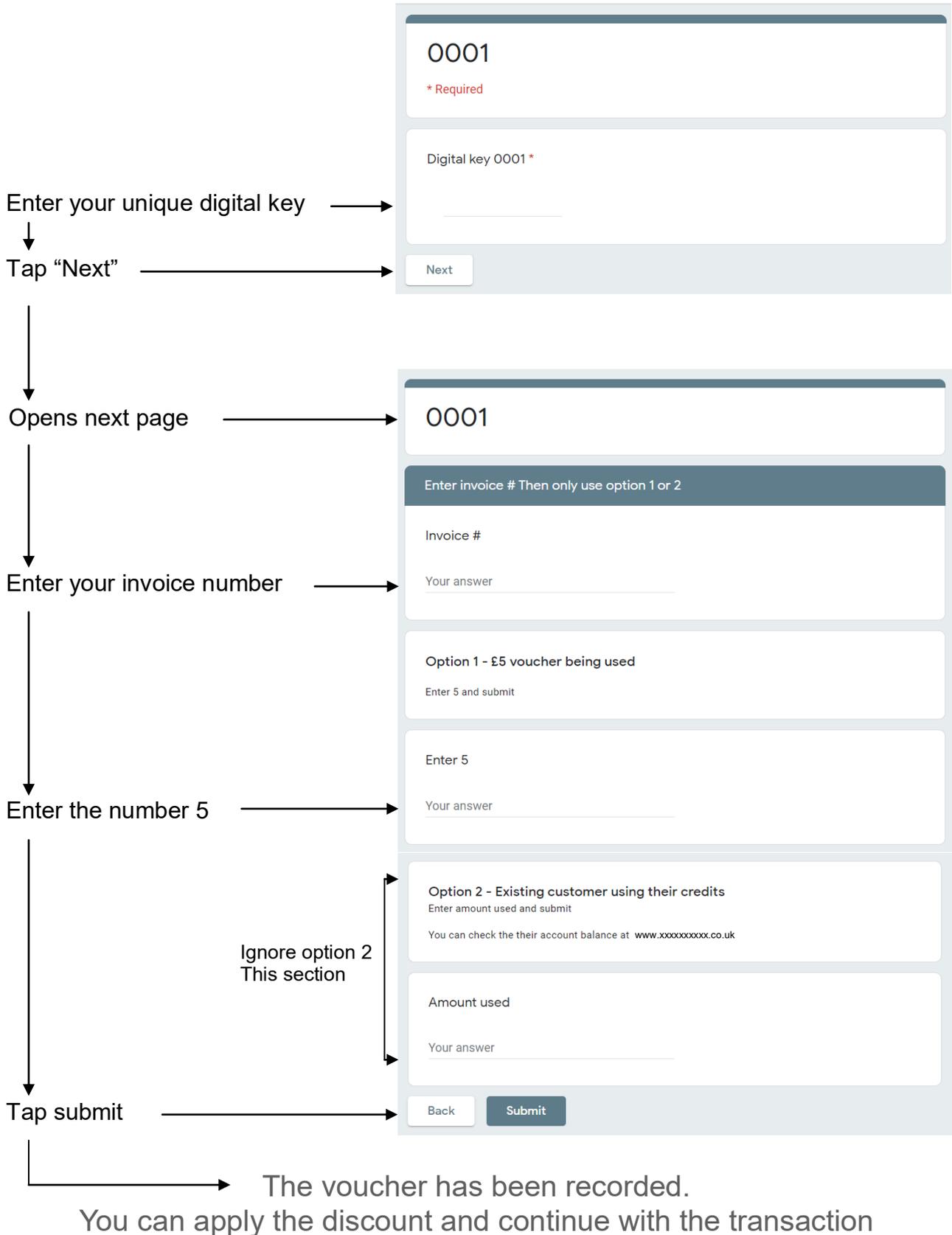
## How do you accept a voucher?

When new customers come to pay their bill, they will show their voucher.  
This can be presented on a phone or hardcopy.

Scan the QR code and open the page



After scanning this is the screen you will see



## Existing customer paying with their credit balance

Image the customer will show you on their phone



Available balance



Scan code and open the page

	A	B
1		
2		
3		
4		
5		
6		
7		
8	<b>Statement</b>	
9	John Doe	
10	Account No. 0001	
11	Credits	0
12	Debits	0
13	Balance	0
14	<b>Timestamp</b>	
15		
16		

After scanning this is the screen you will see

