

ReferralRock Unlock hidden referrals
Call us at (202) 509-0555

Put your word of mouth on autopilot

It's time to level up your referral game and let your advocates do the talking for you. Our software makes it easy for your network to spread the word so you are rolling in referrals instead of waiting for word of mouth to just happen.

Schedule a demo

Email:

First Name:

Last Name:

[Unlock My Referrals](#)

Plans start at \$200 per month

Personal Service | Free Trial | Month to Month Plans

- ✓ Auto enrollment and easy sharing
- ✓ Email and workflow automation
- ✓ Powerful integrations
- ✓ Multiple reward rules (dual-sided, tiers, stages)
- ✓ Dedicated portal & widgets

500+ Successful Customers

Capterra 31 Reviews

Overall: ★★★★★ 4.5/5

Ease of Use: ★★★★★ 4.5/5

Customer Service: ★★★★★ 5/5

Referral Rock Explained

"Referral Rock has made the best customer referral software! It's super easy to manage and track key analytics from our member referral program in our own website. The user interface is intuitive and has simplified the process for both members and staff."

Jay Brown
Director of Marketing, YMA of Metro Atlanta

"Referral Rock is a great turnkey refer a friend software that allowed our team to launch our campaigns in days instead of months. The team is constantly innovating new features to keep our programs fresh. And their hands-on support is just impossible to beat."

Alex Furmansky
Founder, Buzbee

"I've finally found an online referral platform that is supportive of my business model! Their refer a friend software is user friendly and the support team has been extremely helpful throughout. My clients are thrilled, I'm thrilled- it's a win-win!"

Autumn Elias
Marketing Director, Buzbee

Join Our Successful Customers

tripadvisor, RANDOM HOUSE, AT&T, e-file.com, DCB Philips County Bank, fidelity, Manpower

Benefits of Referral Software

We make it easy for customers to refer and stay engaged, while automating the referral tracking for your business.

- Unique Code and URL/Link**
Our refer a friend software assigns each member their own unique code and URL/link to share however they want. This "referral tracker" makes it easy for the member to share and track.
- Easy Social and Email Sharing**
Our sharing pages make it easy for members to share with Facebook, Twitter and many other popular social networks.
- Workflow Automation**
Automate where it makes sense for your business. Want to automatically or manually approve referrals? What about rewards? Should they be issued automatically right away or have a holding period?
- Reward Fulfillment**
Want us to handle sending rewards for you? We can do that. Issue gift cards, pre-paid Visa, PayPal, and/or coupons right from our system.
- Fraud Detection**
Members can be disabled in the referral software so they are blocked and can no longer be part of your program.

Templed Messages
All email, social media, and mobile text messages can be pre-crafted by you. This allows you to control your branding and messaging while enabling the member to share right away without thinking about what they want to write.

Keep Members in the Loop
One of the best ways to keep referrers engaged is to keep them in the loop.

Referral Tracking
Analyze activity and see who your biggest advocates are. You can track members and referrals through every stage in our referral software.

Fraud Detection
Setup fraud or suspect rules to save yourself from abuse at the program or account level.

Powerful Integrations put referrals on autopilot

Works with all the systems you are already using

Salesforce, HubSpot, Leadlight, Woo, Campaign Monitor, Zapier, RESTful API, Google Analytics, Pardot, WordPress, Shopify, Mailchimp, etc.

We can show you how referral marketing can work for your business

ReferralRock Word of mouth on autopilot

Give your word of mouth a kick start

You've earned the trust of your customers. Now help them talk about you more often, to more of their friends!

[Schedule a demo](#) [Get a free trial](#)

What does your word of mouth look like?

BEFORE
Unpredictable, Erratic, Random, All over the place

AFTER
Reliable, Consistent, Scalable

Waiting for Word of Mouth vs. Online Referral Program

HOW WE CAN HELP

How many referrals have you missed today?

You've worked hard to gain the trust of your customers and business relationships. Build a marketing program that encourages sharing even after you're no longer top of mind.

Benefit from the trust you've earned

Referral Marketing Programs

Happy customers want to refer their friends. Make it easier and give referrers a reason to share. Our solution works for any B2B and B2C business (not just e-commerce).

Key features:

- Refer-a-friend widgets + Member Portal
- Gift cards, coupons, and in-app rewards
- CRM and email marketing integrations

Why better?

Basic widget referral programs leave a lot on the table. Our programs get more referrals by keeping the customers notified and attracted with more creative rewards.

The sharing widget is just the tip of the iceberg.

[Learn about referral programs 2.0](#)

Partner and Affiliate Programs

Brand ambassadors, influencers, and strategic partners are motivated by sharing revenue. We help everyone stay up to date with referrals with less manual effort on your side.

Key features:

- Dedicated portal to view activity and directly add referrals
- Recurring rewards, ACH, and PayPal payouts
- Email campaigns for mass messaging

Why better?

Affiliates and partners deserve a better experience that isn't just transactional. Don't join a marketplace where you're competing with every affiliate offer. Own the experience and communications.

[Explore modern partner programs](#)

Word of mouth is an excellent source of new customers and brand awareness for any business.

Most companies wait for word of mouth to happen. This is a huge missed opportunity. Formalizing a referral program can kick referrals into high gear.

An online program helps a business scale their word of mouth by integrating with the way they already work, instead of always having to ask for shares or even thank the referrer.

Giving your customers a trusted and easy sharing experience through an online referral program achieves better results again and again.

Key signs a referral program would work for your business

Any business can benefit from improving their word of mouth. But there are two signs an online referral program will help get noticed results.

- Steady and consistent flow of customers**
Referrals work best if you have a popular product or service - one that people want to talk about. An official program can maximize the buzz.
- Customers getting a great experience**
Happy customers are essential for word of mouth. If you've received glowing reviews and raving feedback, a referral program will help unlock more of it.

4,500 referrals in 6 months

"Referral Rock has allowed us to automate our entire referral process. Now that it is set up and optimized, it just runs in the background."

Yas Desai, Catapult

150 sales in 4 months

"Referral Rock is brilliant. I love it. It's made our referral marketing go viral and is so easy for our members to use. Everyone enjoys using it."

Cara Leffroy, Iconic Health Clubs

30 sales per month

"Referral Rock is exactly what every software company should strive to be. They've saved me hours of manual work each week and thousands of dollars."

Shawn DeWitt, SIE Glass

Why does an online referral program work?

Thanking customers who share your business is a good start. But having an online referral program with software comes with greater advantages.

- Remove all possible friction**
Makes it easy for customers to join, share on social media, and get updates on the status of their referrals.
- Less work and more automation**
There's no copy-pasting data or Excel work required to track referrals. You can tell every new customer about the program through email automations.
- Show gratitude and build loyalty**
Show customers how important they are to your business. Rewarding their efforts helps build loyalty and increases your brand presence in the market.
- Motivate the referral**
Customers are busy. Incentive based programs can help get attention for your program for both the customer and the referrer.

A new source of high-quality customers

Referrals have a 1.5x to 2x higher conversion rate than other sources. Referred customers also offer a greater lifetime value. After a simple program set up, your business can start seeing results from referrals and a maximum ROI.

92% of consumers trust recommendations from people they know

Nielsen

Mini Case Study

CoolBot sells high-end cooling systems. They have loyal customers, but didn't have time to manually manage a referral program.

Referral Rock automated the entire process, from asking for shares to reward fulfillment, so the CoolBot team would be able to create a scalable program with no little input.

As a result, 10% of their customers now come through the referral program, with many others coming from the secondary brand awareness advantages.

Referral Rock is great. It's already given us a 10x ROI. It's so easy to use and requires very minimal effort to run. We just set it and forget it.

John Barnger, VP of Sales and Marketing

CoolBot

Works for any business (not just e-commerce)

Referral Rock is the only platform that can support multi-touch sales processes including a sales team, demos, trials, and even offline purchases.

Run effective programs for financial services, SaaS, home services, travel, and other types of service services.

[Learn more about how it works](#)

Experienced customer success team to help you create the best possible program

Our success team has helped hundreds of companies in a wide range of industries, so they know all the best tactics. They'll guide you through all the necessary decisions, whether it's what reward to offer or the perfect timing to email customers.

[Read about our dedicated customer services](#)

Deep integrations with your systems with your processes (but not required)

Integrations with your systems can give you the automated experience we all know and love.

We also understand that getting ROI quickly is important and it can be challenging to get the resources you need to fully integrate.

That's why our platform can run end to end programs where no integrations are required.

[Read more on how we can work with your systems](#)

JOIN THE 1,000+ COMPANIES THAT CHOOSE REFERRAL ROCK FOR THEIR REFERRAL PROGRAM SOFTWARE

AT&T, e-file.com, fidelity, Manpower, the Y, DCB Philips County Bank, TripAdvisor, etc.

"A great turnkey referral software that allowed our team to launch our campaigns in days instead of months. The team is constantly innovating new features to keep our programs fresh. Their hands-on support is just impossible to beat."

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Customer Service: ★★★★★ 5/5

Jay Brown
Digital Marketing, YMA of Metro Atlanta

Want to discuss if a referral program will work for you?

If you're wondering whether a referral program is right for your business, we're here to answer all your questions. We can discuss:

- Your current sales and marketing processes
- Typical results for your industry
- Ideas for potential incentives
- How a system would work

[Schedule a demo](#) [Get a free trial](#)

Traffic Source:

This landing page is for visitors to the ReferralRock blog who then click the banner about increasing referrals.

Hypothesis:

The old page was written as if their reader is already considering a referral program, with the pitch jumping straight into why Referral Rock is the best choice.

Yet, the traffic source was blog posts about a range of marketing topics. This meant that the visitors may have not even heard of automated referral software.

Strategy:

The new version was repositioned to match this lack of awareness around referral programs. To do so, it takes them through the consideration stages of:

- 1) why focus on word of mouth (WoM)
- 2) why a referral program is the best way to boost WoM
- 3) who can benefit from a referral program
- 3) why Referral Rock is the best option

The result was a boost in conversions from 4% to 10%.

The reader probably assumes that word of mouth is a matter of luck. So in these top sections we started by hyping up the idea of referrals as a new source of customers that is worth prioritising.

Not every business is well suited to a referral program, most notably if they are pre-launch. This section was to help readers self-select instead of leading them astray.

The testimonials were refocused to highlight the results users achieved from their referral programs, instead of what it was like using ReferralRock.

Moving on from the general reasons why WoM is good, the page shifted to why a referral program is the best choice. This is crucial, as many companies first try to encourage referrals by relying on goodwill or by trying to manually track and reward referrals.

A full case study was shrunk down from four pages to just the essentials so that suits more casual visitors.

At this point we can now hope that readers are interested in running a referral program.

The page shifts to discussing reasons why they should choose Referral Rock in particular, pulling out three key selling points.

The social proof was shifted to the end, to match the point where people will want to know about whether they are the best choice.