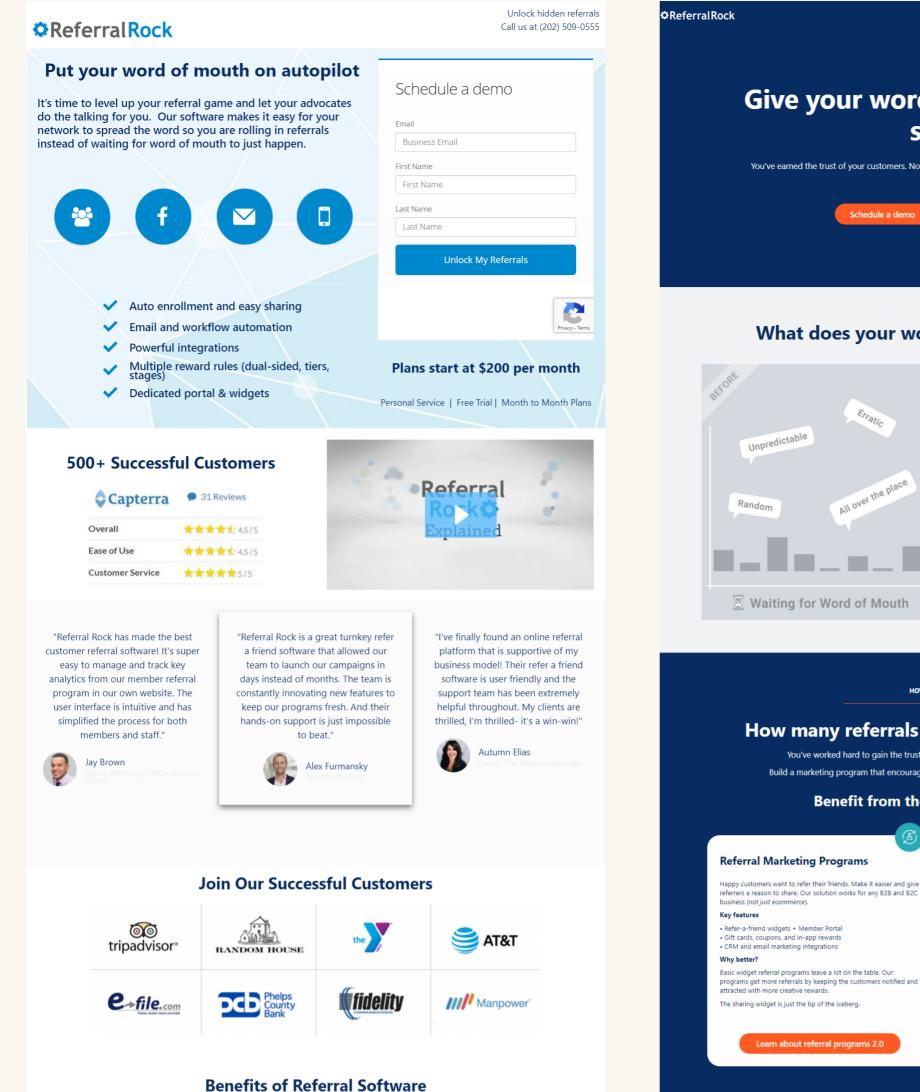
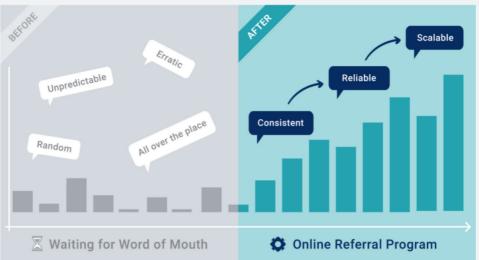
Old Version - 4% CVR



New Version - 10% CVR



What does your word of mouth look like?



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

Partner and Affiliate Programs

Brand ambassadors, influencers, and strategic partners are otivated 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 competence with every affiliate offer

Own the experience and communications

Explore modern partner program

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 ther reader is alreay 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.

Unique Code and URL/Link

હ

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.

We also enable the member to easily access their own address books from popular email providers like Gmail, Yahoo Mail, Outlook, and others

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?

Configure your workflow based on your business.

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.

If you opt to handle rewards yourself, we'll still do all the tracking and calculations of rewards so it's lined up for your to distribute.

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

~~

 \bigcirc

Templated Messages

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

Keep Members in the Loop

One of the best ways to keep referrers engaged is to keep them in the loop

Our referral marketing software keeps members notified of all activity on their dashboards and new rewards as they are earned

Referral Tracking

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

From our admin pages you can manage all of activity and export reports.

Fraud Detection

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

Members can be disabled in the referral software so they are blocked and can no longer be part of your program.

Powerful Integrations put referrals on autopilot



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

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

4,500 referrals in 6

months

automate our entire referral process.

Now that it is set up and optimized, it just runs in the background."

Yas Desai, Catapult

Referral Rock has allowed us to

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



 \checkmark

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.*

ICONIC

Ciara LeFroy, 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 usands of dollars.

Steady and consistent flow of customers

Referrals work best if you have a popular product or

program can maximize this success.

service - one that people want to talk about. An official



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.

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/email, and get updates on the status of their referrals

Less work and more

automation



Show gratitude and build loyalty ers how important they are Show cus

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 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 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 Nielse

> > . . .







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 Bergher, VP of Sales and Marketing

CoolBot

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

Maximize your word of mouth with Referral Rock

1000+ companies love Referral Rock. Our platform is used by businesses of all sizes across industries including ecommerce, SaaS, and finance

Works for any business (not just e-commerce)

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

Run effective programs for financial services, Saa5, home services, travel, and other types of online services.

Learn more about how it works



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

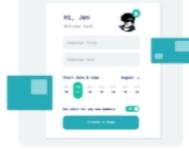
Our success team has helped hundreds of companies in a wide range of industries, so they know all the best tactics. They'll guide you through all the necessary decisions, whether it's what reward to offer or the perfect timing to email customers.

Read about our dedicated customer services

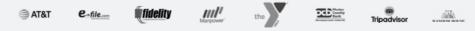
At this point we can now hope that readers are interested in running a referral program.

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

Deep integrations with your systems to work 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 proving RDI quickly is important and it can be challenging to get the resources you need to fully That's why our platform can run end to end programs where Read more on how we can work with your systems



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



Overall

Ease of Use

Customer Service

"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 mpossible to beat." P,

Alex Furmansky

"Referral Rock has made the best custome Capterra referral software! It's super easy to manage and track key analytics from our member **** 4.5/5 **** 4.4/5 **** 4.8/5



Jay Brown ting, YMCA of Metro Atlanta

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.

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:

Digital Mark

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



