

Promotion by Referrals

For Brands, Products and Services

Standard: Describe referral programs that can be used to build brand/promote products. (MKCO.14.02.j)

Promotion by Referrals

Overview: We will examine concepts associated with Promotional Activities through Referrals by other businesses or individuals.

Objectives:

- Recognize a few marketing methods similar to referral programs
- Describe referrals as a still-valid, but old method of marketing
- Contemplate your response to a hypothetical business situation

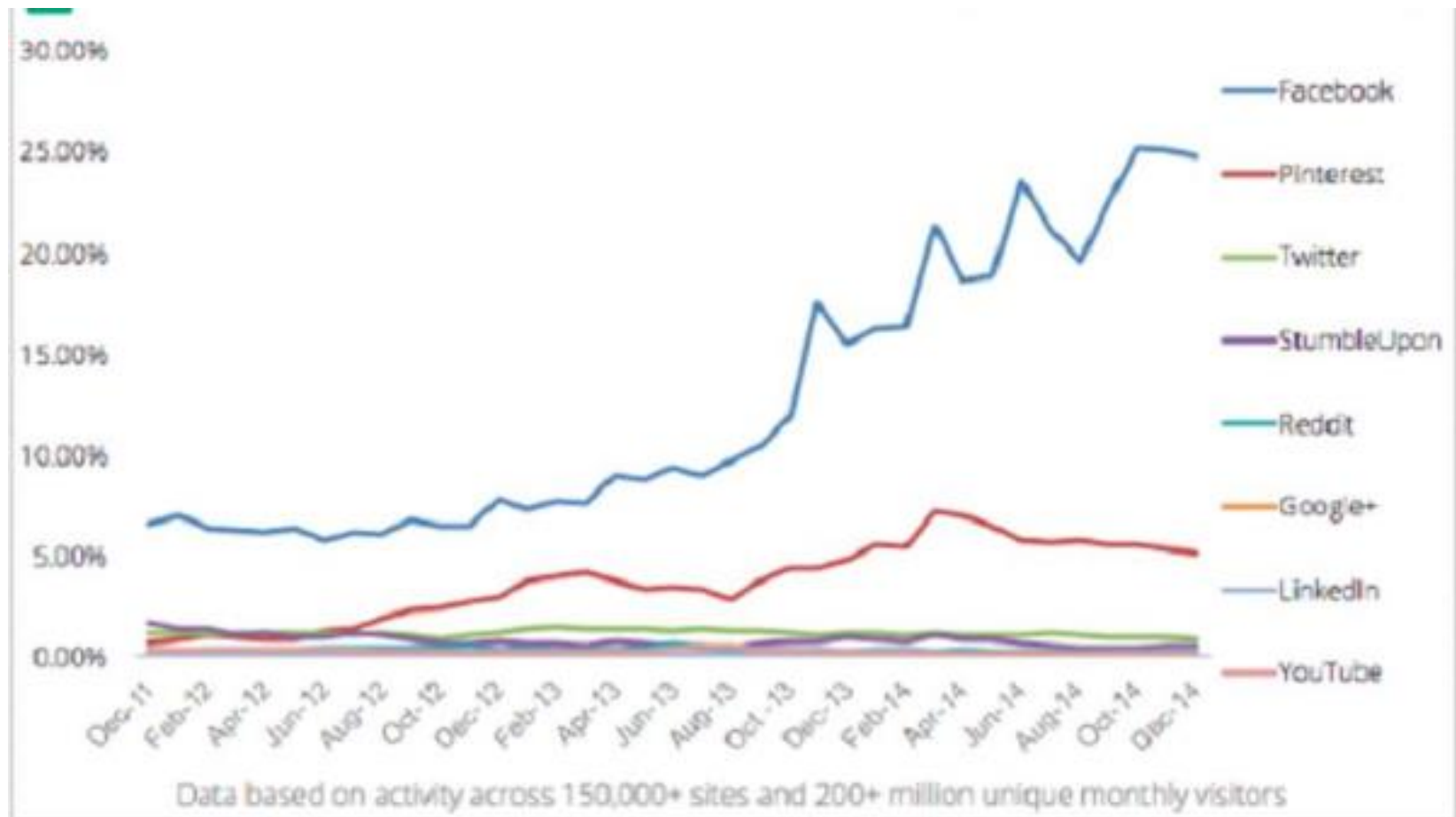
Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

How might a business decrease costs while increasing revenue through a referral program?

Thought starter

Do you think Facebook is appreciated by marketing professionals?
If so, why? If not, why not?



Describe referral programs that can be used to build brand/promote products. (MKCO.14.02.j)

Promotion by Referrals

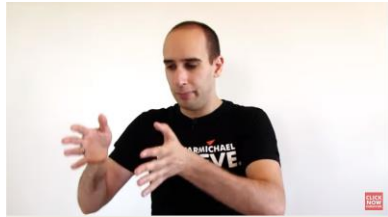
1:54



Secrets to Referral Marketing Success

<https://youtu.be/DII9ReUzNjE>

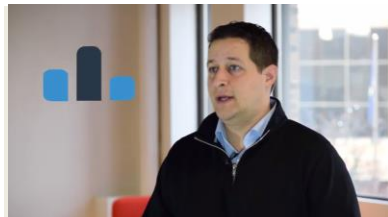
6:42



Referral Marketing - How to approach referral partners

<https://youtu.be/3gcWAZSNi2E>

1:06



Driving New Revenue With Referral Marketing

<https://youtu.be/E5iaGfgo-Gc>



Referral marketing

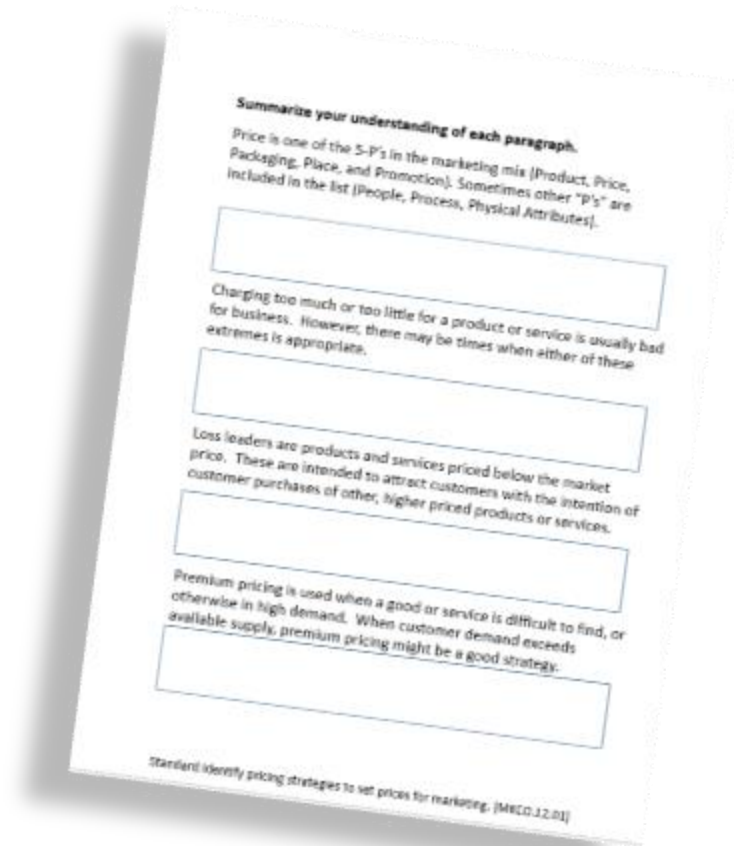
https://en.wikipedia.org/wiki/Referral_marketing

Describe referral programs that can be used to build brand/promote products. (MKCO.14.02.j)

Promotion by Referrals

Summarize each paragraph individually.

Discuss each summary as a class.



Describe referral programs that can be used to build brand/promote products. (MKCO.14.02.j)

Promotion by Referrals

Assume you are the Marketing Director for a large retail clothing company. Your organization has 100 locations across the country located in malls of medium sized cities and towns.

The CEO of your company requests you to implement a customer referral program.

Q. How will you respond to this situation?