

3-Point Referral Automation Blueprint

Automatically get warm introductions to your future customers by nurturing your happy customers.



Hi. I'm TK.

- Co-founded and sold HipCal to Plaxo
- Worked at Bridgewater Associates (one of the best hedge funds)
- Founded ToutApp, backed by a16z & JSV (two of the best vc firms)
- Sold ToutApp to Marketo, backed by Vista (one of the best pe firms)
- Helped sell Marketo to Adobe as SVP Strategy (for \$4.75bn)
- Co-Founded Megaphone to help B2B Leaders generate more pipeline.



B2B Companies With Referral Programs Experience a 70% Higher Conversion Rate.

83% of your customers are willing to provide referrals.



Standard Marketing Mix

Revenue Leaders are facing ever increasing growth and pipeline targets, rising CAC, and saturated channels.

However, they're relying on the same standard Pipeline Generation mix:

60% from Marketing
20% from Outbound/SDRs
20% from Alliances

* sometimes they'll ask their reps to ask for referrals but it's never consistent.

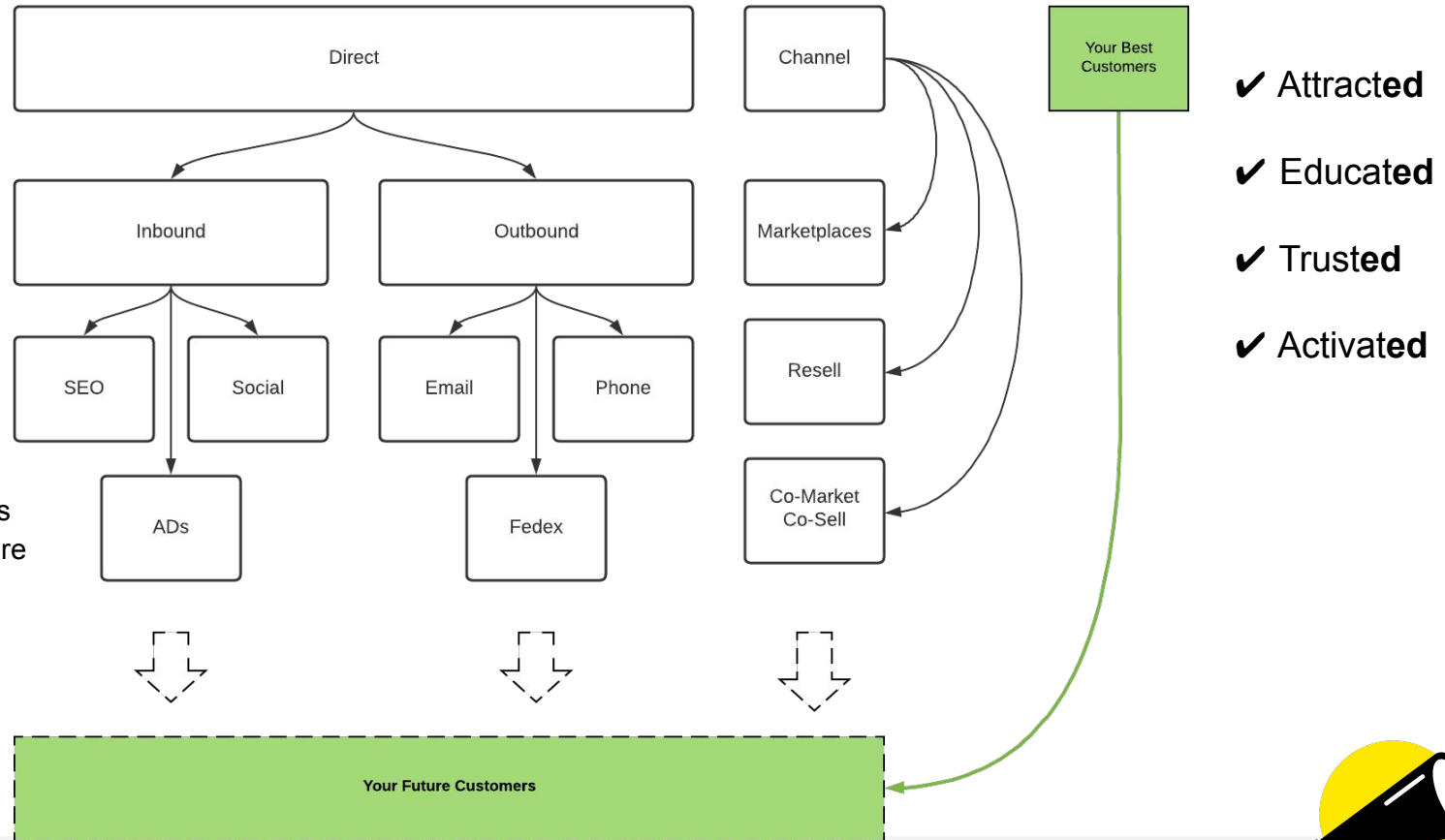
Customer Nurturing Referral Programs



The best performing B2B Companies are generating 20% of their organic pipeline through Warm Introductions.

Nurturing your happy customers and getting warm introductions to your future customers **accelerates growth.**

Standard Marketing vs Referral Automation Programs



- ✗ Rising CAC
- ✗ Saturated Channels
- ✗ Your Competitors are doing it too...



Why Referral Nurture Programs?

- ✓ Referrals converts at a **70% Higher Win Rate**
- ✓ Referrals have **59% Higher LTV**
- ✓ Referrals **Convert 69% Faster**
- ✓ Referred Customers in turn **Refer More Customers**
- ✓ ...and yet only 3 in 10 B2B businesses have a consistent Referral Nurture Program



Referrals Can Be Tough

✗ How do you ask for referrals?

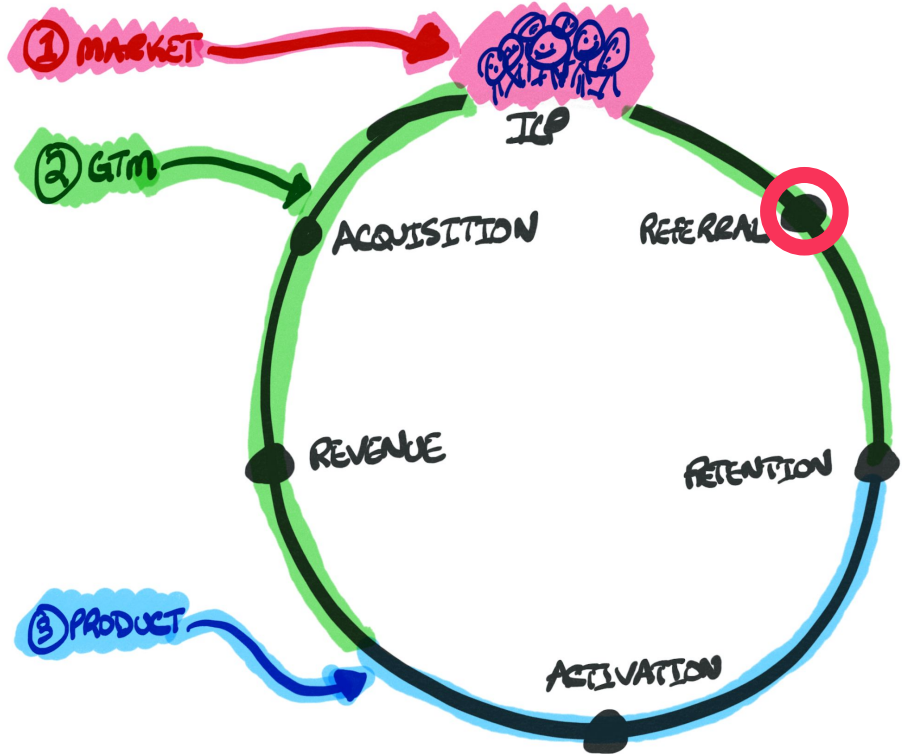
✗ How do you make it easy to refer?

✗ How do you track it?



3-Steps to Referral Automation

1. Ask for a Referral with a compelling incentive
2. Pre-Draft the Referral Email for your Customer
3. Make it easy for the person being referred to learn and engage with your sales team



1) The Ask

Nurture Your Happy Customers & Ask for a Referral with a compelling incentive when you know the customer is happy with the product:

- A customer purchases.
- A customer successfully uses a set of features inside your product.
- A customer completes their first renewal.
- A customer gives a great NPS score

To: <<your customer's email>>

Cc:

Subject: referral request...

Hey **first name of customer**,

Thanks for being an Unstoppable GTM Program Member. Do you know another SaaS CEO that would benefit from our SaaS GTM Program? It would mean the world to us if you can refer Unstoppable to that person.

For every successful customer referral, you'll receive a **bottle of our finest champagne**.

We've drafted an email that you can use to kick off the referral. Click the link below to view it 📣
megaphone url will go here

Thanks,
sales reps name



2) The Referral

Pre-write the Referral for the Customer so it is easy for them to make the referral.

- Make it 1-click for your Customer to send
- Loop in your sales rep
- Encourage the customer to send as many as they want

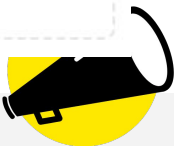
To: _____
Cc: tk@getunstoppable.com
Subject: I have something for you...

Hey **first name of customer**,

We've been working with TK Kader inside of his SaaS GTM Program to revamp our GTM Strategy and drive growth for our SaaS business. I thought you'd love working with TK too since I know driving efficient and profitable growth is likely top of mind for you.

I've copied in our Unstoppable rep (**sales reps name**). You can also check out their overview presentation **here** 📌
megaphone url will go here

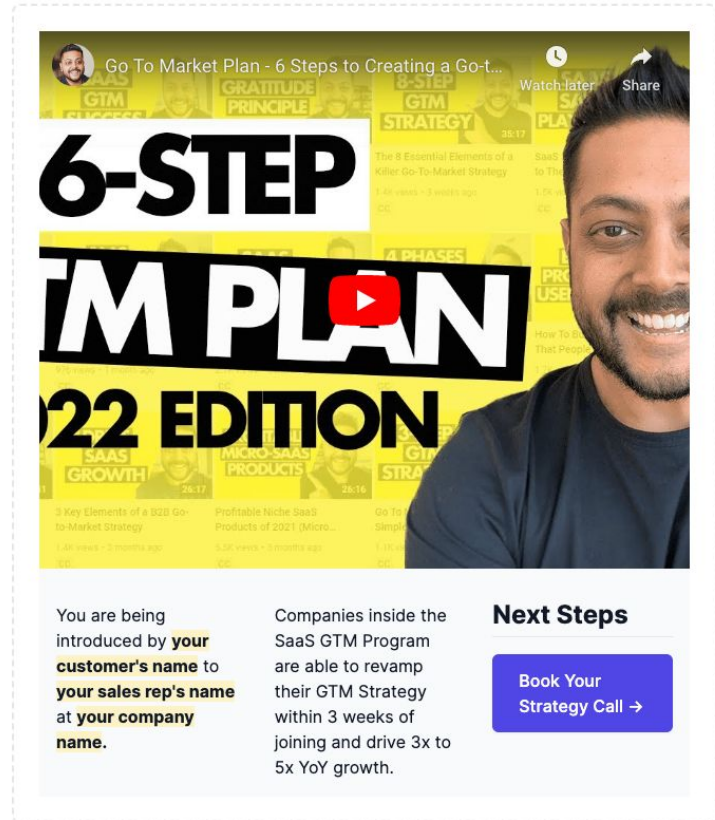
Hope you guys can connect!



3) The CTA

Provide a compelling customer experience for the person being referred in:

- Highlight your Manifesto or Demo
- Make it easy to book a call (or start trial)
- Highlight a customer success story



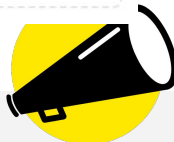
The image shows a YouTube video player interface. The video title is "Go To Market Plan - 6 Steps to Creating a Go-t...". The video thumbnail features a man smiling and the text "6-STEP GTM PLAN 2022 EDITION". Below the video player, there is a description and a call to action.

You are being introduced by **your customer's name** to **your sales rep's name** at **your company name**.

Companies inside the SaaS GTM Program are able to revamp their GTM Strategy within 3 weeks of joining and drive 3x to 5x YoY growth.

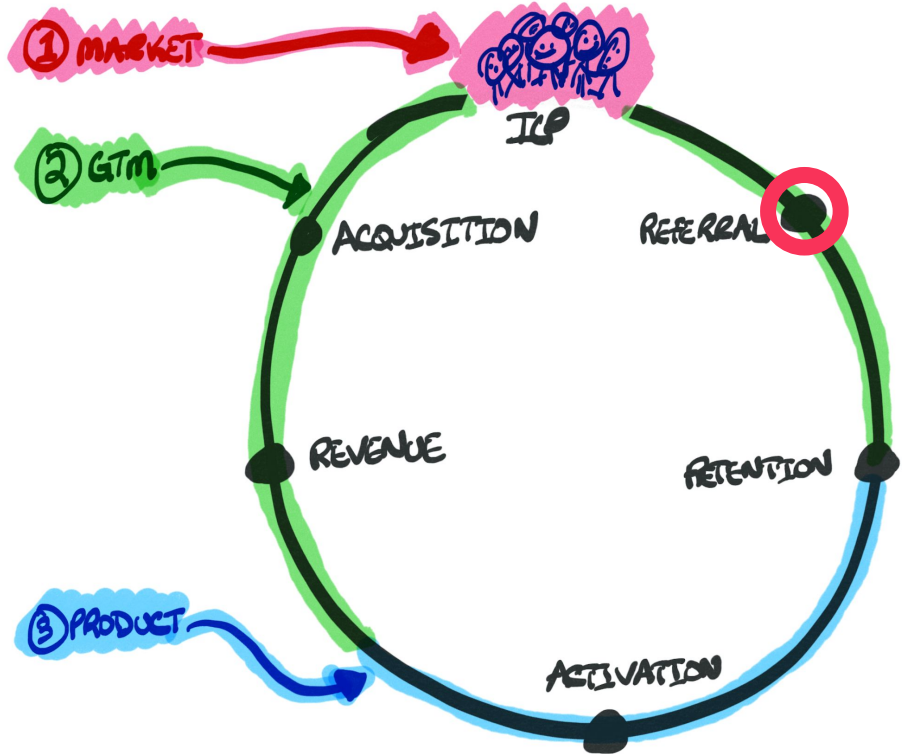
Next Steps

[Book Your Strategy Call →](#)

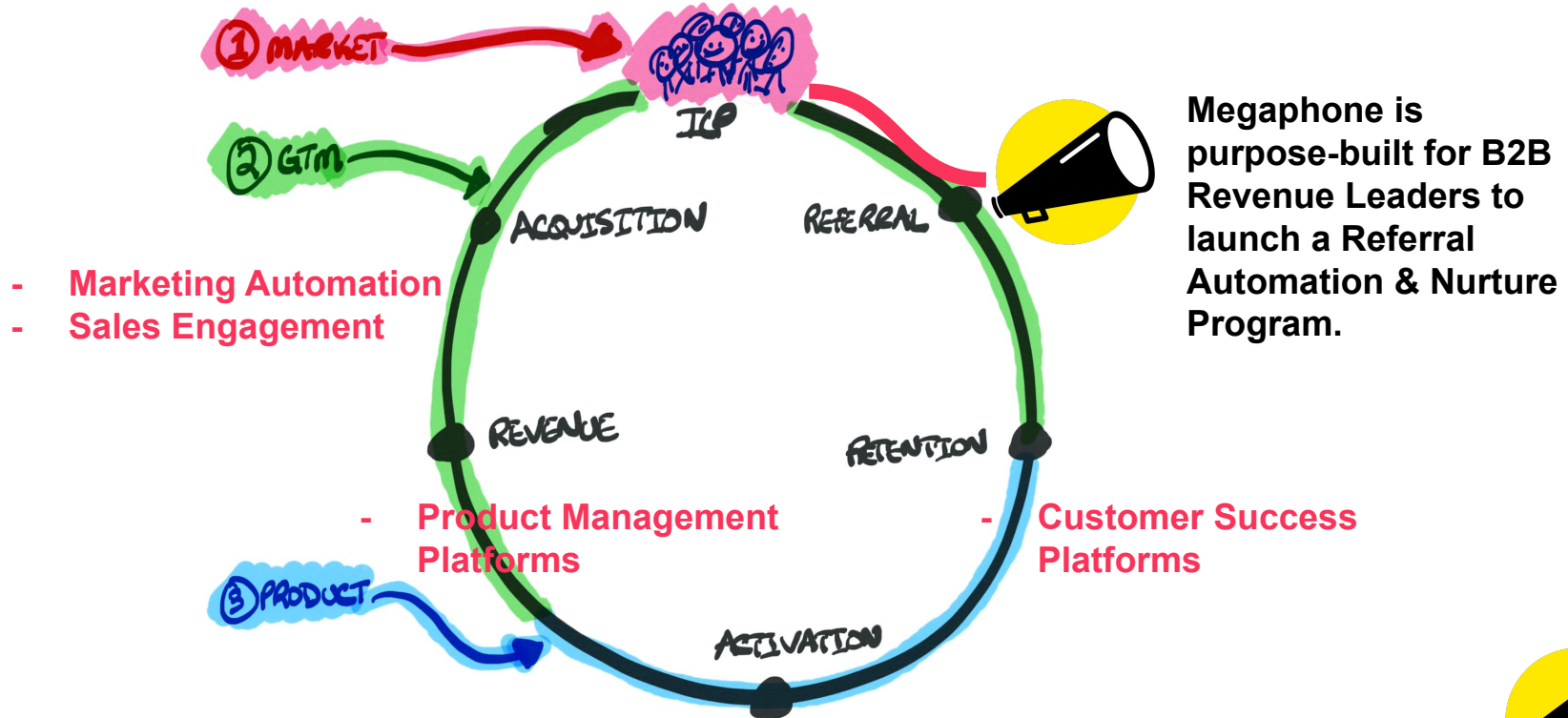


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Existing Platforms Can't Do Referral Automation



Megaphone: Referral Marketing Platform

Launch a Referral Automation Program & accelerate growth.

Megaphone is purpose built for B2B & SaaS Leaders to:

- Nurture your happy customers.
- Automatically send out referral requests on behalf of your sales reps.
- Make it easy for your customers to share & refer → and generate quality warm introductions.
- Increase win rates, accelerate growth, rise above the competition.

[>> Book Your Strategy Session](#)

The image displays three overlapping screenshots of the Megaphone platform interface. The top screenshot shows the 'Customers' dashboard with a table of customer data. The middle screenshot shows a referral email template with a blue header and a 'Send Referral Email' button. The bottom screenshot shows a success story email template with a 'Success Story' header and a 'Send Referral Email' button.

Company	First Name	Last Name	Email	Megaphone Score	Status	Actions
Megaphone	TK	Kader	tk@usemegaphone.com			
Megaphone	Steven	Steffens	steven@usemegaphone.com			
winecube.com	Deji	Abraham	deji@wincube.com			
stratify.io	Madan	Kanala	madan@stratify.io			
handpoint.com	Thurstan	IK	thorstan@handpoint.com			
spinehero.com						
zaboo-internet.com						
veeq.com						
setlemobile.com						

