

3-Point Referral Marketing Blueprint

Consistently receive warm referrals from 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 (first sales engagement platform)
- Sold ToutApp to Marketo, backed by Vista (best marketing automation platform)
- Helped sell Marketo to Adobe as SVP Strategy (for \$4.75bn)
- On a mission to help B2B Founders and Revenue Leaders become unstoppable with Megaphone.



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

83% of customers are willing to provide referrals.

Source: Spiegel Research Center



BTW. Referrals Are AWESOME...

- ✓ Referral Pipeline converts at a **70% Higher Win Rate**
- ✓ Referral Pipeline has **59% Higher LTV**
- ✓ Referral Pipeline **Converts 69% Faster**
- ✓ Referral Customers in turn **Refer More Customers**
- ✓ ...and yet only 3 in 10 B2B businesses have a consistent Referral Marketing program





Waiting for Referrals to Come

83% of buyers will gladly give a referral when asked. But they're usually not asked.

Meanwhile, you're sitting and waiting, wondering if your customers are happy, and whether they'd refer you.

Referral System



A referral automation system checks in on the happiness of your customers and your happy customers are consistently asked for referrals.

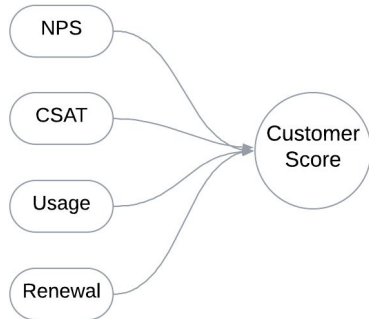
This makes it easy for your happy customers to refer you to new customers in just 1-click bringing you a steady flow of referrals.

3-Key Steps to Get Referrals

With an Automated Referral System

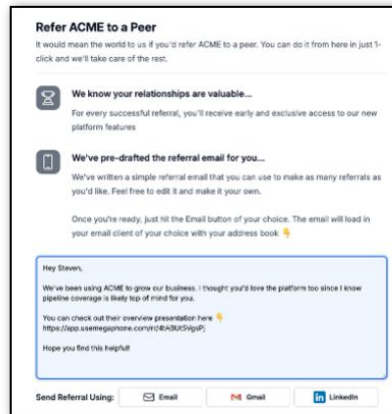
Step #1

Survey Your Customers to
See if They're Happy



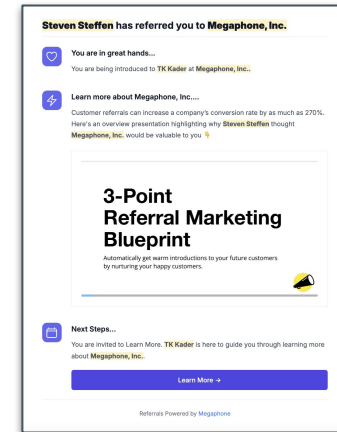
Step #2

Ask Happy Customers for
Referrals



Step #3

Receive Referrals and Drive
Revenue Growth



Step 1) Survey Your Customers to See if They're Happy



Step 1) Survey Your Customers

1. Email your customers to see if they're happy. The best way to do this is to run an NPS or CSAT survey.
2. If they're happy, ask for a referral.
3. If they're unhappy, then help them become happy (win win).

To: <<your customer's email>>

Cc:

Subject: Checking in...

Hey first name of customer,

Thanks for being a member of the Unstoppable SaaS GTM Program. I wanted to take a moment and check in on how things are going.

On a scale of 0 - 10, how likely are you to recommend us to a peer?

0	1	2	3	4	5	6	7	8	9	10
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Thanks,
sales reps name



Step 2) Ask Happy Customers for Referrals with an Incentive



Ask Happy Customers for a Referral

1. If a customer is happy, then ask them for a referral
2. Offer a simple incentive
3. Pre-draft the referral email so it is 1-click to refer
4. Follow up with a request for referral at regular intervals if they don't refer right away

The image shows a screenshot of an email template for requesting a referral. The email is addressed to 'Dylan' and is from 'Megaphone'. The body of the email includes a greeting, a thank you for being a customer, and a request for a referral. It also includes a pre-drafted referral email template that the customer can use to refer others. The template includes fields for the customer's name, the referral request, and a link to preview the referral email. The email is signed 'Thanks, sales reps name'.

Hey, Dylan!

It would mean the world to us if you'd recommend **Unstoppable** to a peer. We've made it easier than ever to recommend us to a peer. You can do it from here in just 1-click and we'll take care of the rest. We're grateful for your support and we'll make sure to take great care of them.

We know your relationship
For every recommendation you make, we'll give you a year inside the SaaS GTM.

We've pre-drafted the email
We've pre-drafted a simple referral email for you to use. It's as easy as 1-2-3.

Once you're ready, just hit the button below to send your email client of your choice.

Hey [first name],

We've been going through the SaaS GTM Profile, our Messaging, and our Sales Profile. I thought you'd love the program too so I thought I'd share it with you.

You can check out more on them here: <https://app.usemegaphone.com/r/rhO>

Hope you find this helpful!
[your name]

Send Recommendation Using:

Email

Referral request...

Hey first name of customer,

Thanks for being a Megaphone customer. Do you know another Revenue Leader that would benefit from our platform? It would mean the world to us if you can refer Megaphone to that person.

For every successful customer referral, you'll receive a bottle of our finest champagne. To make it super easy to refer someone, we've pre-drafted a referral email that you can customize and use 🍷

>>> Click here to preview your referral email

Thanks,
sales reps name

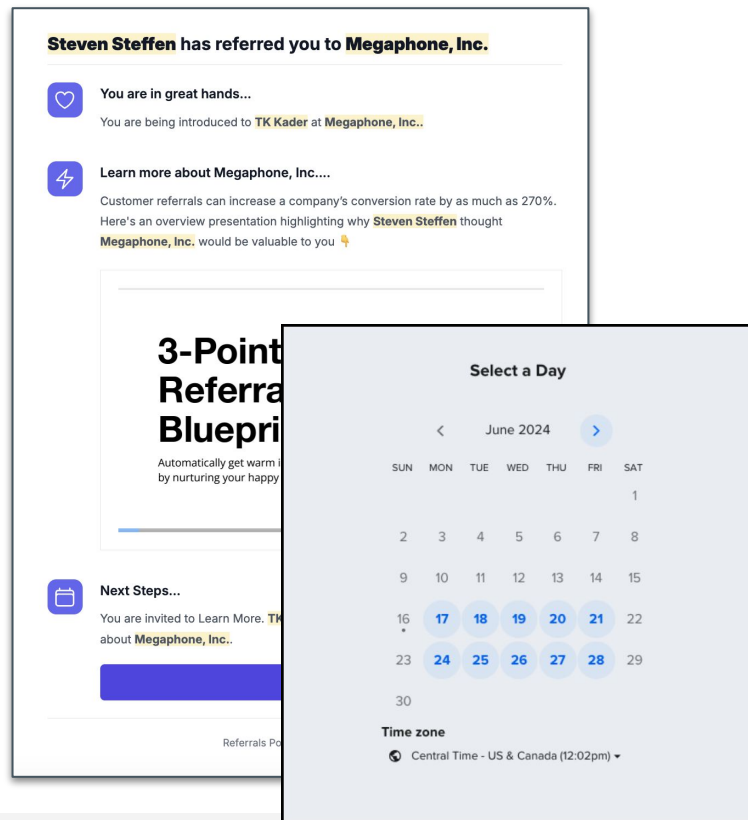


Step 3) Receive Referrals



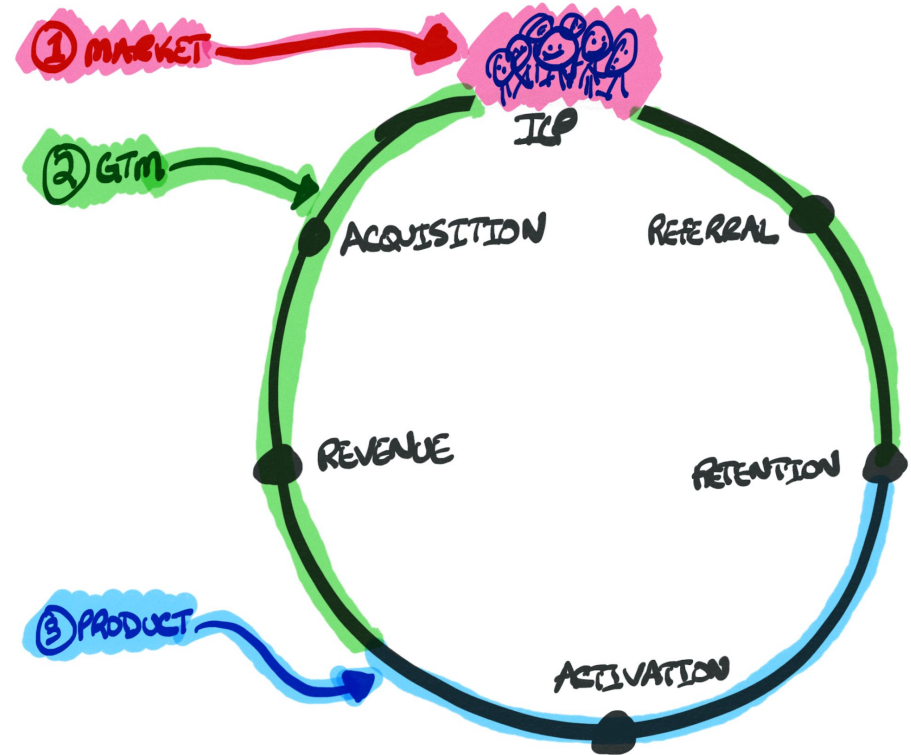
Step 3) Receive Referrals Elegantly

1. Highlight the customer's name that referred them to your company.
2. Show a customer success story and an overview presentation about your offering.
3. Make it 1-click to book time with your sales team to learn more and become a customer.



Key Benefits to This System:

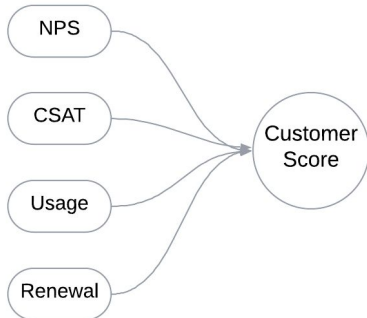
- 1) Identify your Happy Customers
- 2) Identify your *Unhappy* Customers
- 3) Get Your Happy Customers to Refer You
- 4) Win More Customers
- 5) Reduce Churn
- 6) Drive dual-flanked growth



Automate These 3-Steps With Megaphone's Referral System

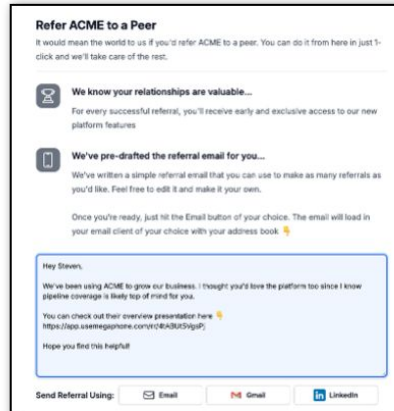
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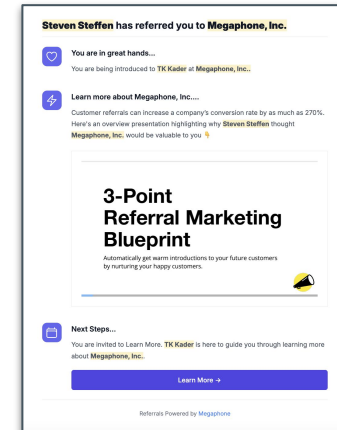
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Are You Ready to Survey Your Customers, Identify the Happy Ones and Receive Referrals?

**start generating quality referrals that
drives revenue growth for your business**



Megaphone: Referral Automation Platform

Launch your Referral Program with Megaphone & start getting warm introductions to your future customers.

- Automatically survey your customers.
- Automatically ask happy customers for referrals.
- Make it easy for your customers to refer you to new customers.
- Increase win rates, accelerate growth, rise above the competition.

>> Launch Your Megaphone Referral Campaign

