

REFERRAL PROGRAM CANVAS

COMPANY/UNIT



1. ADVOCATE / REFERRER



2. FRIEND / REFERREE

The person that will share your company/product/message with their friends. Who is this?

Do you have a relationship with them? Is it a certain segment of your customers?

The person who receives/ sees the referral message sent/shared by the advocate. Who is this?

Do they know you already? Who is not relevant to reach?

3. ADVOCATE REWARDS



4. FRIEND REWARDS

The reward(s) you give to your advocates for successfully referring their friends to the store.

Check all that apply:

- Single or double sided
- Fixed or variable
- Monetary or non-monetary
- No reward

What is the incentive for the advocate's friend for sharing your message?

5. CONDITIONS



6. PROMOTION

You set the rules for your referral campaign here.

Who can partake? When does a referral qualify as a good one? How can advocates and friends receive their rewards? What limitations should apply to the referral program?

How will you ensure that you gain enough advocates? Which channels can they use to share the message?

How will you facilitate this? On what parts of your online "Real-estate" (app, sitepages, online profiles) will you promote your campaign?

- Access to features
- Free time
- Donation to charity
- Special events
- Winning prizes
- Extra entries for contests
- Skipping waiting lines
- Products
- Store credit
- Cash Back
- Coupons
- Loyalty points
- Gift cards
- Discounts