

Your presenters



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By the end of this session, you will...

- Understand the fundamentals of running a successful referral programme
- Understand the types of incentives that resonate well with your customers
- Have actions ready for the coming weeks to drive your programme



Time to put your
thinking caps on

The Fundamentals of Referral Success

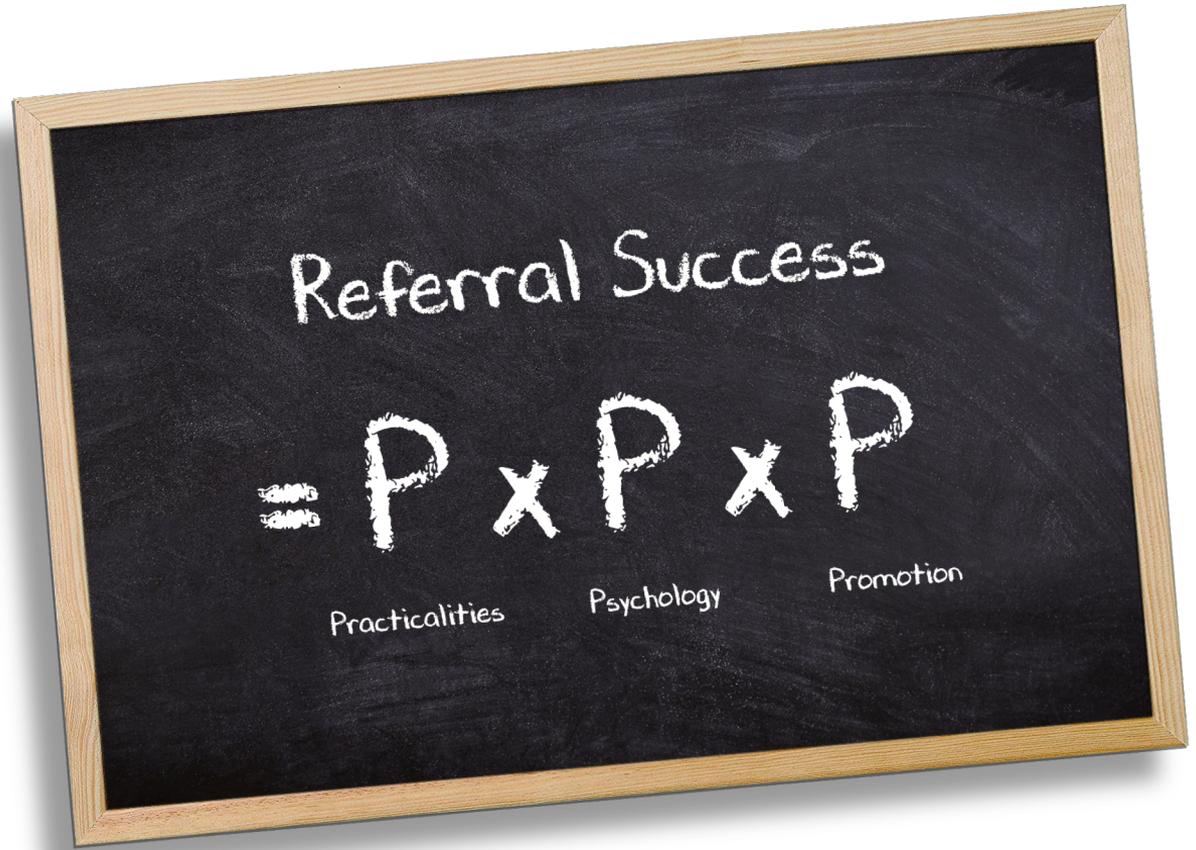
PSYCHOLOGY OF SHARING

TOUCHPOINTS & PROMOTIONS

F The Fundamentals 1	INCENTIVE STRATEGY		SHARING OPTIONS		COPY & DESIGN		INSIGHTS & ANALYSIS		Essential touchpoints		ADVANCED OPTIMISATION	
Sc Social Capital 3	It Types of incentives 4	O Giving customers options 5	Mf Mobile first 6	Ab AB testing: Why, when, how 7	Ch Adding channels over time 8	Sg Segmentation						
Sm Stimuli 9	Ip Incentive planning 10	Eo Most effective sharing options 11	D Design best practices 12	T Types of AB tests 13	Wm Word of mouth 14	Ba Behavioural Analytics						
Sr Stories 15	Io Incentive optimisation & testing 16	M Understanding metrics 17	C Copywriting rules 18	Ir Interpreting results 19	Sp Seasonal promotions 20	Rs Referral segments for CRM						
Sn Sentiment 21			Ts Testing sharing options 22			Rm Creating a roadmap 23	PI Creating a plan 24					

The Psychology of Sharing

Why is
psychology
important to
referral?



Risk vs Reward

How large is the risk of this action being socially ignored or rejected?

vs

How confident am I that this action will be socially recognised and rewarded?



Before psychology can be useful, you must address the fundamentals

SHE'LL BE IMPRESSED
I SHOP AT
FARFETCH

FARFETCH

Social Capital

Make your customers look
good in front of their friends

Your order is complete

**£40 for you. 10% off
for your friends. Deal?**

Our refer-a-friend programme is managed by Mention Me who
will process your data and send you referral service emails.

Refer Your Friend

By accepting this offer you agree to the [Terms and Conditions](#) of this promotion



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Social Capital primary drivers are...

- Looking good by being associated with the brand
- Helping your friend do something they want to do
- Making your friend happy

BROMPTON

YOUR REGISTRATION IS COMPLETE

**Frankie, give your friends
15% off accessories when
they register their
Brompton.**

And to say thanks we'll give you 15% off
accessories to use on our online store when they
register.

Our refer-a-friend programme is managed by Mention Me who will
process your data and send you referral service emails. [More info and
your privacy rights.](#)

Give 15% off accessories

By accepting this offer you agree to the [Terms and Conditions](#)



I WAS STUCK IN TRAFFIC
FOR AN HOUR AGAIN! HOW
WAS YOUR JOURNEY?

Stimuli

Triggers that keep your
brand top of mind

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Stories



Make your
brand part of a
bigger story

TELL A FRIEND ABOUT SERAPHINE & WE'LL TREAT YOU BOTH!

Each friend you refer, provided they're new to Seraphine, will receive 15% off their first order. And for every friend who makes a purchase we'll give you £15 off*... just our little thank you.

We just need your name and email address to get started

SHARE THE LOVE

*on orders of £100 and more
By accepting this offer you agree to the [Terms and Conditions](#)



mention *me*



Accepting this offer you agree to the [Terms and Conditions](#)

YOUR ORDER IS COMPLETE

**CARISSA, KNOW ANY POTENTIAL
FIRST TIME RACERS? GIVE THEM 20%
OFF THE WINDSOR WEEKEND**

And to say thank you we'll give you 15% off any
race next season for each friend who signs up.

As it's our Season finale, Windsor is the biggest
event of the whole year and it's going to epic.
Get your friends to join the celebrations!

Our refer-a-friend programme is managed by Mention Me who
will process your data and send you referral service emails.
[More info and your privacy rights.](#)

GIVE 20% OFF



Sentiment

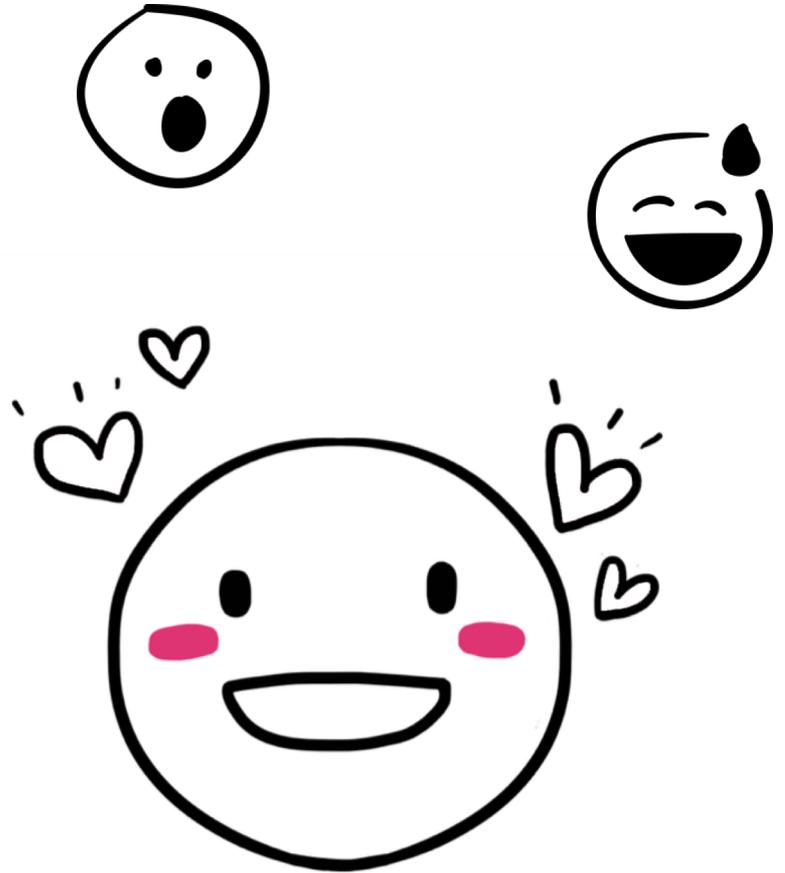
Evoked active emotions
in your customers and
they'll share



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Positive emotions to drive conversion

- Excitement
- Surprise
- Delight
- Admiration
- Joy
- Post-exercise



Four fundamental principles of the psychology of sharing

- Social capital
- Stimuli
- Stories
- Sentiment

Cialdini's **6** Weapons of Influence

Weapon of
influence #1



Reciprocation

"We are obligated to give back to others, the form of behaviour that they have first given to us. Essentially thou shall not take without giving in return." - Cialdini

Weapon of
influence #2



Commitment & Consistency

When a customer commits to referring your brand, the rule of consistency and commitment suggests that they are more likely to refer again.

Weapon of influence #3



Social Proof

Adding social proof to copy
can lift the conversion rate at
that step of the funnel
between 5%-25%.

Weapon of influence #4



Liking

Often we end up buying a particular product simply because we like the person selling it to us.

Weapon of influence #5



Authority

Build badges of trust.
Make your branding
sharp and professional.

Weapon of influence #6



Scarcity

Use scarcity in different ways. From restricting how long a new customer has to use a referral offer, to limiting how long a referrer can share that offer.

Key takeaways:

- Psychology of sharing is a powerful tool for uplifting the performance of your referral programme
- Before you can move the needle with psychology, the fundamentals must be in place
- You can play with: social capital, stimuli, stories and sentiment to maximize the psychological benefits of sharing
- When setting up your referral programme, consider this checklist of psychological enablers and barriers to construct your testing matrix: reciprocation, confirmation & consistency, social proof, authority, scarcity and framing

Incentive Strategy

Incentives rule of thumb

1

Be Fair

2

Be Remarkable

YOUR ORDER IS COMPLETE

Greg, give your friends
£15 off when they
place their first order
with Bunker Mentality.

And to say thanks we'll give you £15 off your next
order when you spend over £100 for each friend
who purchases for the first time.

Our refer-a-friend programme is managed by Mention Me who will
process your data and send you referral service emails. [More info](#)
and [your privacy rights](#).

GIVE £15 OFF



By accepting this offer you agree to the Terms and Conditions.

Raymond,
get a \$10 Amazon
gift card for each
friend you refer

Plus, they get an extra 10% off their
first order

GET \$10

Our refer-a-friend programme is managed by Mention Me who will
process your data and send you referral service emails. [More info](#)
and [your privacy rights](#).

By accepting this offer you agree to the Terms and Conditions.
*Restrictions apply, see [www.amazon.co.uk/gp-legal](#).



We offer *lots* of incentive options

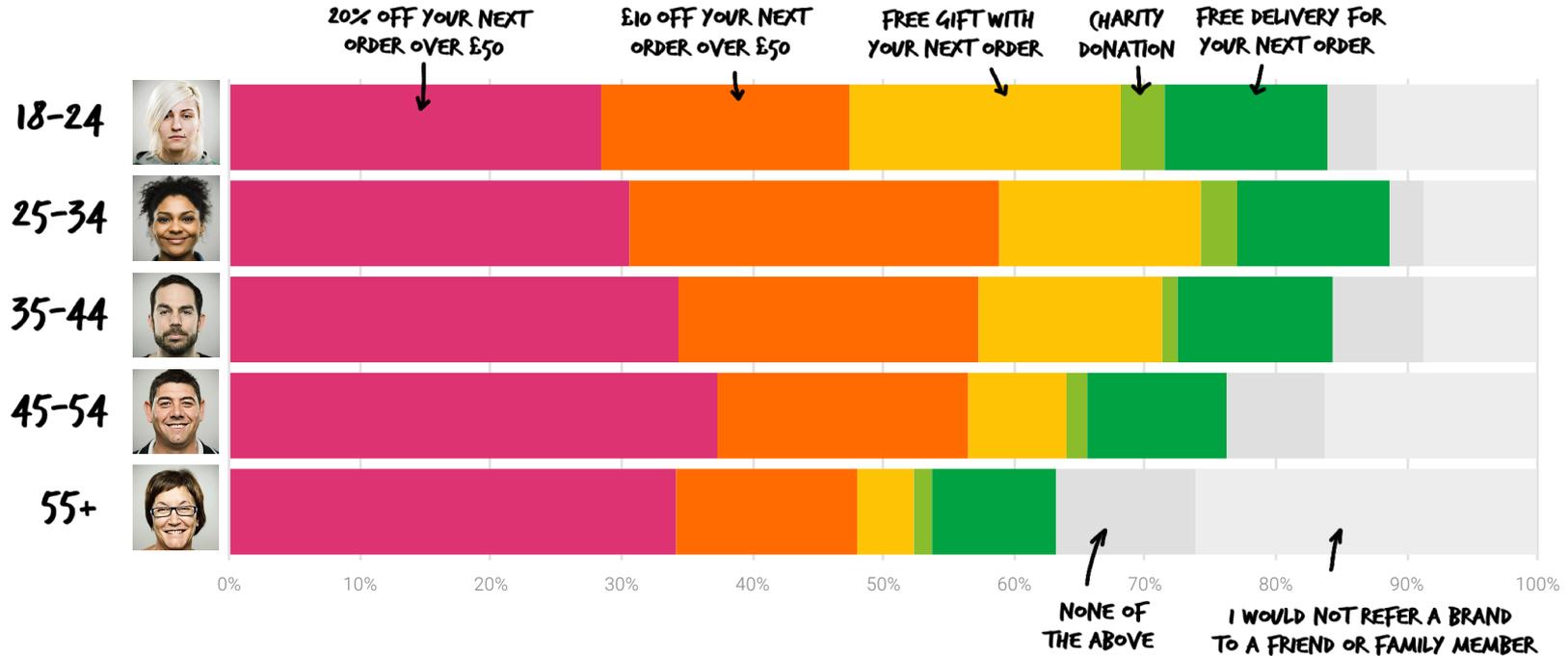
DISCOUNTS

- % off
- \$/£/€
(fixed amount off)

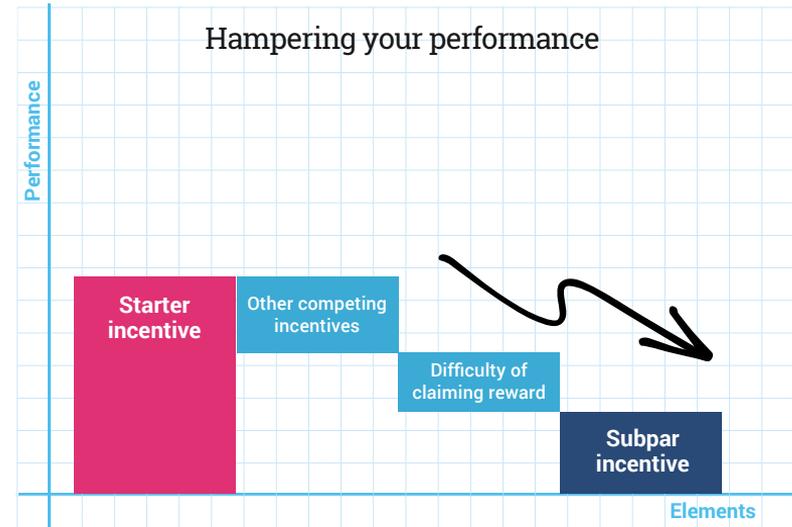
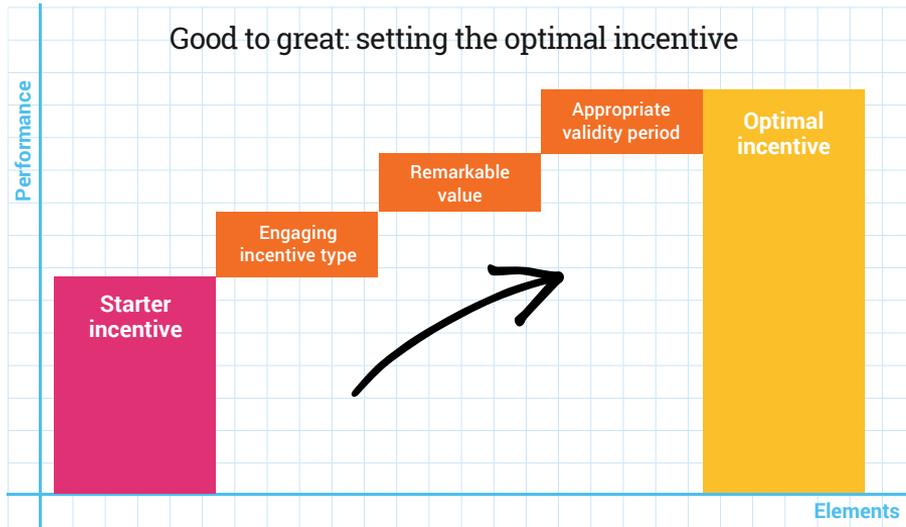
NON-DISCOUNT

- Gift cards
- 3rd party vouchers
- Free delivery
- Loyalty points
- Credit on account
- Free product
- Donations to charity
- VIP access
- Competition entry

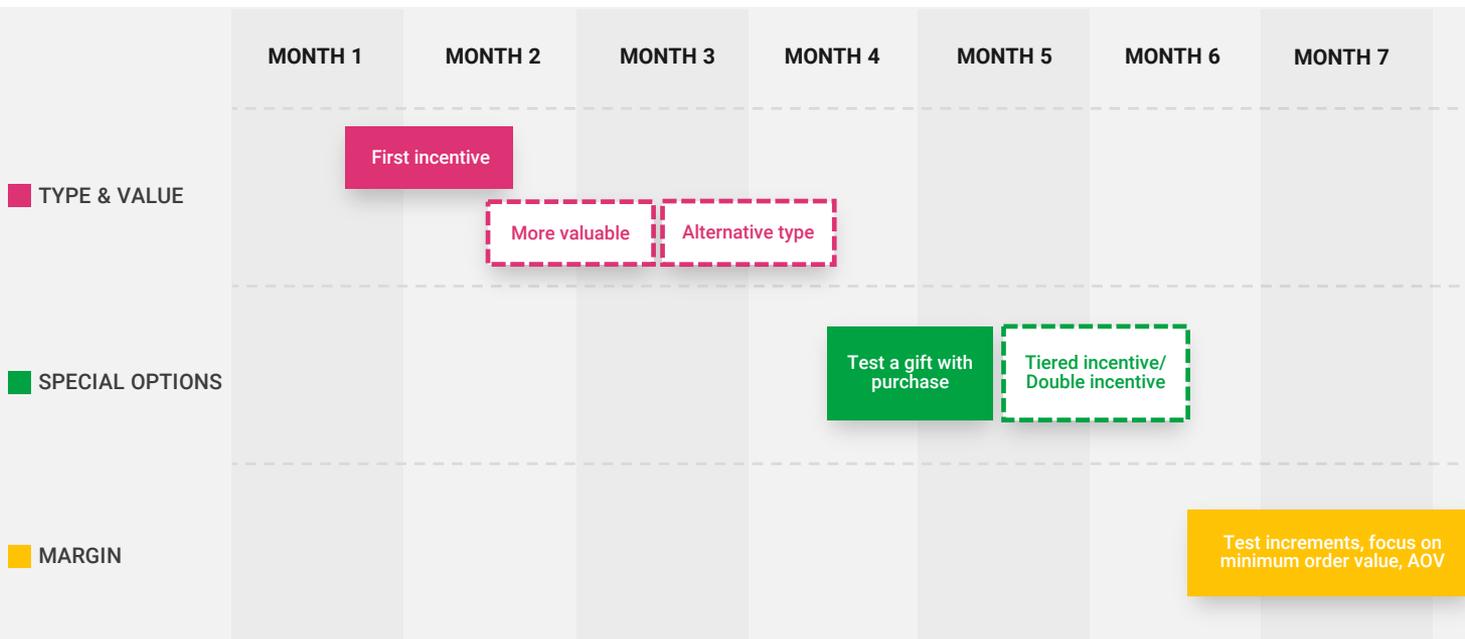
What will they value?



The Ups and Downs of incentive planning



An idealised incentive optimisation plan



Example

The MeTime 2019 Best AB Test

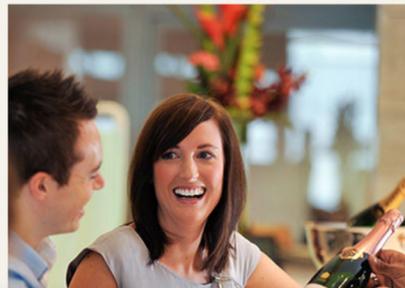
£10 off versus £7.50

Winner: £7.50 recruited 29% more
new customers and generated
42% higher revenue.



ANTONIA, YOUR BOOKING IS COMPLETE!

You'll soon be enjoying a
stylish departure. Why not
invite your friends to do the
same on their next departure?
We'll give them £10 off their
first visit.



Our refer-a-friend programme is managed by MeTime who will process your data and send you referral service emails. [More info](#) and [your privacy rights](#).

GIVE £10 OFF

By accepting this offer you agree to the [Terms and Conditions](#)

JOE, YOUR BOOKING IS COMPLETE!

You'll soon be enjoying a
stylish departure. Why not
invite your friends to do the
same on their next departure?
We'll give them £7.50 off
their first visit.



Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info](#) and [your privacy rights](#).

GIVE £7.50 OFF

By accepting this offer you agree to the [Terms and Conditions](#)

Key takeaways:

- The Mention Me platform lets you control what incentive is offered and when
- Start by understanding your customer psychology then test and learn
- Incentives can be asymmetric but should feel fair to both sides
- Incentives should feel remarkable and can be combined to feel more special
- Incentives can be tiered to drive repeat referrals from advocates

Questions?

Thank you

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Ruth Foster

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Here is £20 off your first order over £40 thanks to Jenifer

This reward is valid for 3 months until Monday, 20 May 2019. We've also awarded this to you.

£20 off
valid until 20 May 2019

AMC20 offers online

CONTINUE SHOPPING

YOUR ORDER IS COMPLETE

Kristan, introduce a friend to Huel and both get a £10 reward each

For every friend who buys Huel (over £40) via your unique referral link, we'll give you both £10 off

One £10 off

THE FORM IS COMPLETE!

Lucy, get £25 free driving when you introduce a friend to Zipcar

For every friend that becomes a fully fledged Zipcar member, you'll both receive £25 along with...

zipcar

share now

Loretta, your friends can invest with no Nutmeg management fees for 6 months and you earn £100

Get a £50 Amazon.co.uk Gift Card when you let a friend know about BOXT

We'll send them one too - all other they've had their boiler installed.

First, let us know your details.

Your full name
Your surname
Your email address

Get a £50 Amazon.co.uk Gift Card

Next webinar:

Touchpoints & Promotions and Insights & Analysis

3rd December 11AM

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