

# How to cook up a referral storm

## WHAT MAKES A REFERABLE PRODUCT/SERVICE?

Referral marketing experts Mention Me share their insights into the key elements contributing to refer-a-friend success.



## MOTIVATION

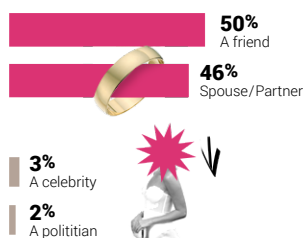


## FAVOURITE OFFERS



## TRUST

Most likely to trust a recommendation from:



## Age has an impact



For under 24's a free gift is 2<sup>nd</sup> most compelling



Over 55s are much less likely to make a referral overall

## BRAND VALUES

Top 3 qualities to motivate someone to refer



Top 4 reasons for not referring a brand

