

Referral Marketing Software

18 September 2018

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We provide referral marketing software to small businesses.

We want to help small business owners feel the joy of growing a successful business. We help small businesses become bigger businesses by improving their word-of-mouth growth.

Customer Profiles

We're perfect for a few key types of businesses.

- Independent software publishers
This user group creates and sells their own software. They create desktop, web, and mobile applications. They are technically adept but a) are unwilling to build out another large software system to maintain, or b) are not proficient at building web services.
- Digital content authors
This user group produces entertaining or educational material—ebooks, courses, and videos—that they sell online. They create newsletters, digital magazines, and premium content that they offer to their paid subscribers. They are comfortable using technical tools at the level of Squarespace or Mailchimp, but do not integrate APIs or maintain web servers.
- Tech-savvy creative services
This user group offers professional and creative services with a heavy digital component. They are wedding photographers, freelance illustrators, and voiceover artists.

We selected these customer profiles because, at first, we are building this for ourselves. We are the first users of our software and education integrations.

In the future, we will expand into other small business customer profiles.

- In-person classes – professional education, hobby classes, creative arts classes, etc.
- Personal care services – hairdressers, personal trainers, massage therapists, etc.

- Less technical professional services – freelancers and consultants that do not have a technical background

Enterprise adoption represents a significant market, including telecommunications, insurance, and banks. However, this is not our core customer since a) we do not prefer selling to the enterprise, and b) enterprises can build their own custom solutions.

Why Us

Our referral marketing software is differentiated by ease of adoption. Our focus is on small, less technical businesses that prefer a simple offering.

Our product is differentiated on price. To bring more businesses onboard, we have a Free Forever plan. Our software helps small customers grow into big customers.

We also differentiate on brand. Our competitors are Silicon Valley-style high-growth companies. In contrast, we are like our customers—a small, sustainable business that intends to create long term joy. We have a human brand and we act like our customers.

We bring simplicity and humanity to the market. We help small businesses grow.

Offerings

We have three key services that our small business customers love.

- Refer-a-Friend Rewards
A small business asks the customer to share the business with their friends, and offers a reward when they do so. We track sharing and reward distribution.
- Customer Satisfaction Measurement
A small business tracks customer satisfaction using our CSAT and NPS tools.
- Affiliate Partner Program
A small business asks high-profile customers to become Affiliate Partners, who are then rewarded based on the number of customers they introduce to the business.

These services are highly integrated—after a customer gives a high Customer Satisfaction rating, the business might offer them a Refer-a-Friend Reward.