

The Importance of Referrals in Email Marketing

At the height of your marketing campaign you will probably reach a point where you will be needing more promotion that you can get to keep up with the other competing companies. Usually, this involves investing a huge chunk of your resources for advertising purposes and whatnot. But before busting out that piggy bank or exhausting your credit card, take a look at this cost-effective resource that may provide you a competent solution to your goal:

customer referrals. It won't cost you a fortune plus it's one of the most powerful forms of marketing out there that you can freely use. Why is it effective? What makes it so god-like? Here's why.

You see, people tend to look up for feedbacks coming from customers who've "been there" when investing for something that's new (or alien) to them. This notion is practically omnipresent: you will see/hear reviews and/or insider previews on just about any form of medium that you can think of – be it on television, radio, magazines, internet, etc. People do so because they don't want losing money over a product that's equally frustrating and disappointing.

People are afraid of wasting time and resources. A certain product or service is sure to meet it's early demise if there isn't even one good testimonial to back it up. But then here's the flip side: if they know it's good, they'll spread the word! It works exactly just like the music industry – if a certain artist makes good music, people will recommend it to others thus creating a huge fanbase that's vital to the artist's success. Customer feedback is overwhelmingly powerful. Harness it to your advantage.

Do not hesitate on asking your customers for referrals. Chances are, they may be more than happy to help you by referring your company to their friends and relatives. If you know you have done good business and have good ties with your customers then you have no lame reason to miss this one-of-a-kind opportunity. Remember this: A referral will accelerate the sales cycle because your prospective customers rely on the confidence and trust that your existing customers have for you.