Referral Program

User Group

Companies that need a boost in word of mouth marketing and allow customers to refer their friends to websites they like.

Goal

1. Company: User acquisition and user data acquisition to push marketing campaigns.
2. Users – Referrers can earn points from referrals since their activity is tracked in the database.

Problem Statement

1. Companies need an easy to use application that will generate referrals AND keep track of the relationship.

2. Consumers are looking for easy ways to capitalize on referrals and send their friends links to their favorite sites.
3.

Solution

Node – Express and Postgres system to keep track of the referrals and relationships between users, store user data

User stories

1. As a company, I need a system that will allow me to reach more users via referral marketing.
2. As a company, I cannot keep track which users have

used their referral invitations.
  3. As a user, I want a specialized link that will allow me to invite all my friends to user a site so that I can earn the referral rewards.
  4. As a user, I want to get easy access to sites that my friends recommend to me.

Technologies

Javascript, Node - Express and Postgres system was used in the coding.
Nodemailer was used to automate the email sending.
OAuth (Passport - Facebook strategy) was used for the authentication of the referrer.
To allow for the OAuth and node mailer to work, a Facebook for Developers account , API keys, and the originating account information of the email must be provided.

The Link in the email takes the user to a shop that is built on Ruby on Rails, and integrated with Stripe to allow for credit card payments to be accepted.

To use Stripe, the test API keys are provided after signing up with a developer account.

Users need not implement special technologies.