

# REFERRAL PROGRAM CHECKLIST

<input type="checkbox"/>	Develop a compelling Program Description. Provide description, below.

<input type="checkbox"/>	What are the Key Words of your Referral Program strategy?

<input type="checkbox"/>	What is the Referral Message?
Captivating introductory line:	
How will you identify yourself?	
What is the benefit?	
Will you include graphics?	
Call to Action (CTA) incorporation:	
Message Verbiage:	

<input type="checkbox"/>	Create a reward for Customer Advocates. Describe reward / benefit / incentive, below.

<input type="checkbox"/>	Send customers Email Invitations to participate in the program.
Email subject / headline	
Who will create the template?	
Competitor messaging we respect:	
What imagery will be included?	
Where will customers be redirected? Describe the Landing Page / Info Collecting Resource.	
Intended date of dissemination	

<input type="checkbox"/>	Use Social Media to invite Customer Referrals.
What Social Media Platforms will you utilize?	
How often will the messaging or headline be revamped?	
What imagery should be included?	
Intended date(s) of dissemination	

## **DISCLAIMER**

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