



TAGALONG REFERRAL PROGRAM

BACKGROUND (for internal reference only)

What is a referral program?

A referral program is a deliberate, systematic way of getting people to make referrals to your business. Referral programs are often called word-of-mouth marketing, because they reward existing customers for sharing and incentivising new customers to try out your brand.

Why have a referral program?

One of the biggest stresses of business ownership is bringing in new customers. A solid referral marketing program is also a killer customer acquisition channel – you let your existing customers bring new buyers to your brand. This saves you time and money, but also increases customer retention, which is a very good thing.

Why? Because loyal customers have a higher conversion rate than new customers, and spend more per transaction. Referred customers also had a 25% higher profit margin than regular customers. According to Nielsen, 92% of people trust referrals from people they know. As well as that 74% of people regard word of mouth as a key influence on their purchasing decision.

This makes customer referral programs the most cost-effective AND lucrative marketing strategy that your business can possibly employ.

The best way to bring in potential customers is to first focus on your existing satisfied customers. Rather than just offering cash rewards or free gifts in hopes that your customers will refer a friend to your shop, it takes a little bit of planning to create a program that works. Consider creating rewards for different levels of referrals. Take the example of a gym referral program: when a customer brings in one new member, they might get a free gym pass, but if they refer five members, they might get a three-month free gym membership.

Keep it simple: The program should be easy for customers to refer your business. How do you usually communicate with your customers? These should be the channels you use for your referral program. Make it easy for customers to get referral rewards. Think about the process your customers will go through to sign up.

Promote it: For your program to be effective, you need to get the word out there. Post about it across your social media channels and on your website. Encourage members to spread the

word about your referral program. Whether you're using printed referral cards or keeping everything online, make sure to promote the program well.

Provide an Exceptional Experience and Service: This goes without saying, but you need to give your new customers an exceptional experience. The first time and second and third for that matter should be memorable and provide the best service possible. Make sure you stand out from the thousands of other health and fitness facilities/apps/services out there.

Key Points for a Successful Program:

Maximize awareness and make it as easy for customers to make referrals. To run a successful referral program, it needs to be discoverable. Here are some fantastic ways to reach more people:

- Pin it to your social media pages
- Include in your email signature
- Have it on your main page on your website
- Build warm customer relationships
- Spread the word with blog posts
- Send emails and texts to customers/athletes

THE PROGRAM

“TAG-TEAM” REFERRAL PROGRAM

Tagalong's core purpose is to “Connect Athletes to Improve Together.” Our referral program helps us do just that. The **Tag-Team Referral Program** is designed to encourage existing Tagalong Athletes to “tag” or connect others with a platform that they use and love so that both individuals may improve and grow in their sport. Because “we are in this together,” our Tag-Team Referral Program is the ideal way to build our business by rewarding both the athlete making the referral as well as the new athlete joining the team.

HOW	ATHLETE REFERRAL REWARD	NEW ATHLETE REWARD
Existing athletes refer another athlete who books a session	25% off their next session* <i>*Of similar value</i>	25% off their 1st session
Existing athlete posts a review on Google or Apple iOS	Free 20 min training consult call/check-in with one of our In-House Pros	N/A

Existing athlete shares an official Tagalong post on their own FB or Instagram page	Tagalong will interact & engage with your post <i>plus</i> our Pros will like/comment on your post.	N/A
Existing athlete posts 5 examples of their custom training plan workouts (ex: Apple Watch workout summary showing a workout that's part of their training plan) on their social media with #tagalong, #tagalongtrainingsessions, #trainwithapro, #trainwiththebest or other predetermined #'s	Free Tagalong Swag	N/A
Existing Athlete books a session with one or more people (group workout)	<p>Discounted pricing:</p> <p>\$20 more for 1 add'l person <i>plus</i> \$20 off your next individual training session.</p> <p>\$30 more for 2 add'l people <i>plus</i> \$20 off your next individual training session.</p> <p>\$40 more for 3 add'l people <i>plus</i> \$20 off your next individual training session.</p>	<p>Discounted pricing:</p> <p>\$20 more for 1 add'l person <i>plus</i> \$20 off your next individual training session.</p> <p>\$30 more for 2 add'l people <i>plus</i> \$20 off your next individual training session.</p> <p>\$40 more for 3 add'l people <i>plus</i> \$20 off your next individual training session.</p>