4 Tips for Small Businesses on Turning Customers into Advocates

Develop a Referral Program

- Incentivize current customers with a discount or free trial for any new customers they bring in.
  - 65% of new business comes from referrals. (New York Times)

- Send an email to customers with a coupon and encourage them to forward it to people who could benefit from your product or service.

- Tap into local influencers to share a coupon code or promotion with their audience.

Create Raving Fans

- Look at customer feedback in online reviews and respond within 24-48 hours.
  - Responding to a 1- or 2-star review within 24 hours has a 33% higher probability of the reviewer coming back and upgrading the review by as much as three stars!

- Search your brand name on social media to see what people are saying about you. Respond when applicable.

- Apply feedback to operational changes and let customers know when you've implemented these changes.

Leverage Social Proof

- Publicizing reviews on your website helps increase conversions, builds trust with potential customers, and improves local SEO.
  - 88% of consumers trust user reviews as much as personal recommendations.

- Turn positive reviews or comments about your brand into original posts for social media.

- Create a round-up of positive reviews and give shout-outs in a blog post or email to customers.

Launch an Incentive Program

- Offer a coupon to customers who share their positive brand experiences with colleagues, friends, family, and peers.
    - 68% of customers say coupons generate loyalty. (ReadyCloud)

- Have a promotion for sharing personal experiences on social media to help influence others.

- Create a digital "punch card" for people to share how many times they've made a purchase or took an action. Offer a gift when complete.