Referral Programs that Perform

About your presenter:

Aleksander Levental a co-founder And CEO of Feathr. He leads the product development team and is on the front line of every new Feathr feature and improvement (and bug). For a dev-type, he knows a lot about sports and woodworking.

What are referral programs?

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An event marketing strategy that enables and incentivizes partners (exhibitors, speakers, sponsors, etc.) to promote attendance and awareness of an event to the *partner's* audience.

Aka: Invite programs, Influencer marketing, Referral marketing

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- Access to *new* and immediately *valuable* audiences
- No incremental cost of media
- Naturally distributes the load of marketing and communication

Creating Successful Referral Programs

1. Focus on providing **value** to partners
2. Offer partners **multiple** ways to promote
3. Prioritize outreach to **key partners**
4. Implement a **regular schedule** of promotion
5. **Measure, track, and reward** partners for participating

1. Focus on providing **value** to partners

- High-quality, customized campaign collateral

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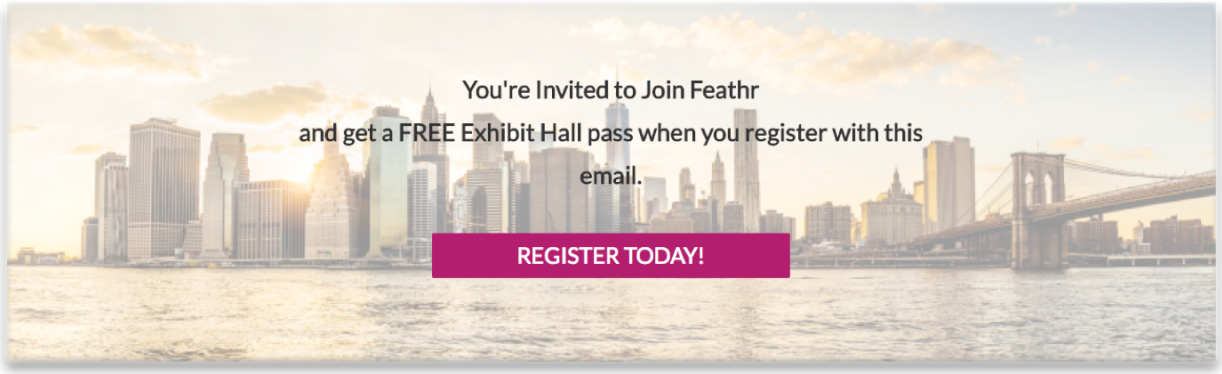
1. Focus on providing **value** to partners

- High-quality, customized campaign collateral
- Special/exclusive offers they can provide


You're Invited to Join Feathr
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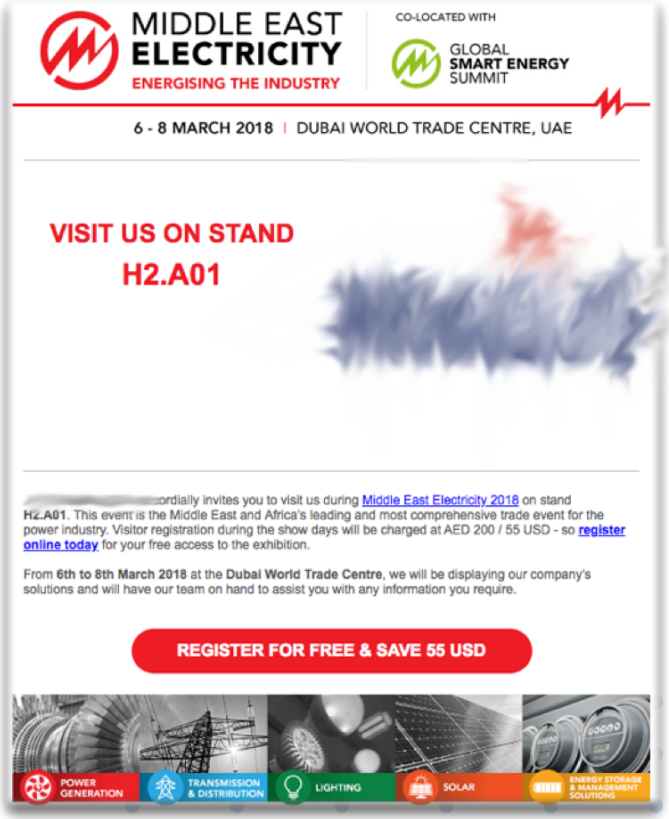
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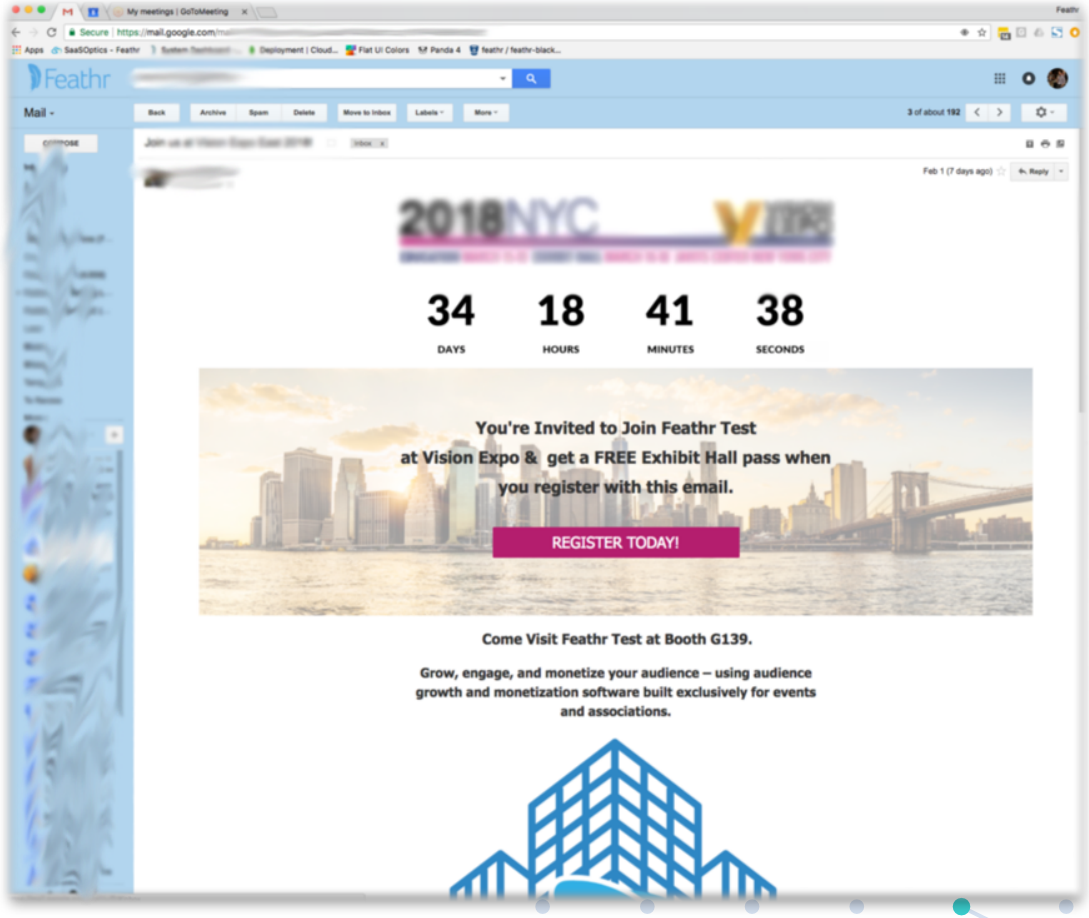
1. Focus on providing **value** to partners

- High-quality, customized campaign collateral
- Special/exclusive offers they can provide
- Incentives for partners to participate

2. Offer partners **multiple** ways to promote

- Personalized emails


Feathr
Mail
2018NYC
34
DAYS
18
HOURS
41
MINUTES
38
SECONDS
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at Vision Expo & get a FREE Exhibit Hall pass when
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REGISTER TODAY!
Come Visit Feathr Test at Booth G139.
Grow, engage, and monetize your audience -- using audience growth and monetization software built exclusively for events and associations.

2. Offer partners **multiple** ways to promote

- Personalized emails
- Unique landing pages / micro-sites

JIS
Saturday, January 20 - Monday, January 22, 2018
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2. Offer partners **multiple** ways to promote

- Personalized emails
- Unique landing pages / micro-sites
- Custom and personalized banners

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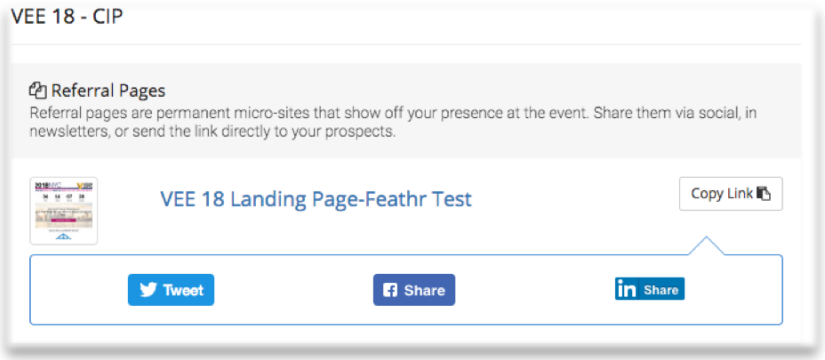
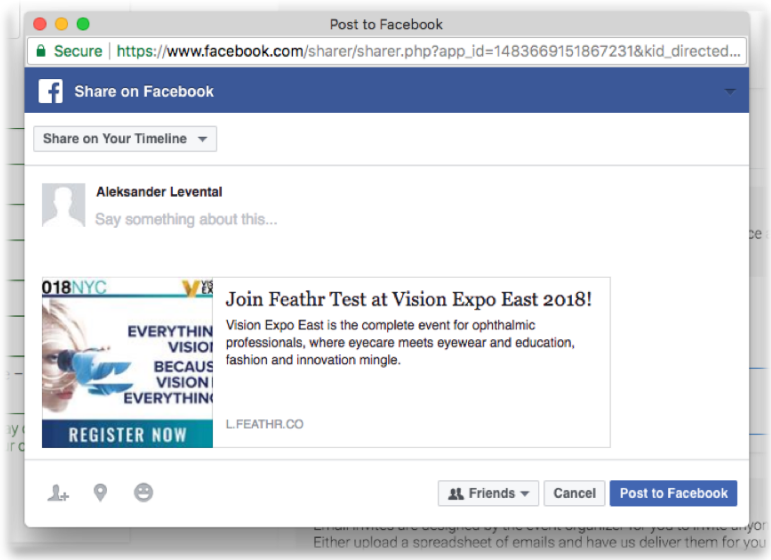
- Personalized emails
- Unique landing pages / micro-sites
- Custom and personalized banners
- Social media


VEE 18 - CIP
Referral Pages
Referral pages are permanent micro-sites that show off your presence at the event. Share them via social, in newsletters, or send the link directly to your prospects.
VEE 18 Landing Page-Feathr Test
Copy Link
Tweet
Share
Share


Post to Facebook
Secure | https://www.facebook.com/sharer/sharer.php?app_id=148366915186723 1&kid_directed...
Share on Facebook
Share on Your Timeline
Aleksander Levental
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3. Prioritize outreach to **key partners**

- Which partners would make the entire program worthwhile?

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- Offer valuable incentives like custom collateral

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- Which partners would make the entire program worthwhile?
- Offer valuable incentives like custom collateral
- Allow creative input

4. Implement a **regular schedule** of promotion

- At event page launch

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- During ticket price changes

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- At last-minute registration deadlines

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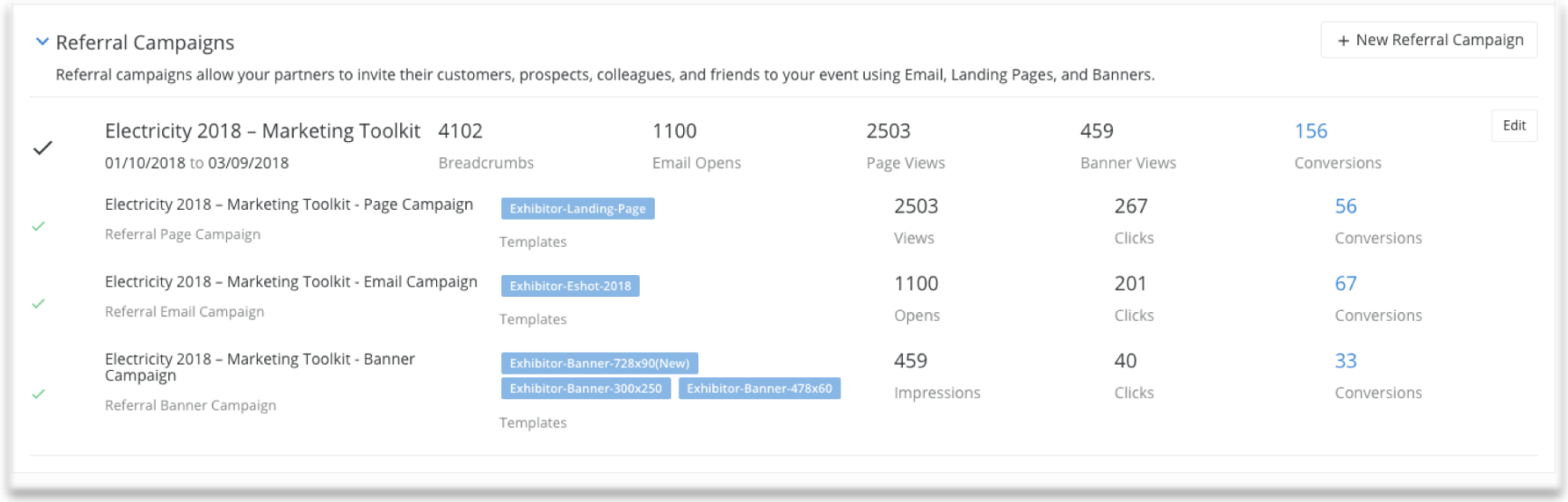
- At event page launch
- During ticket price changes
- At last-minute registration deadlines
- Post-event followup

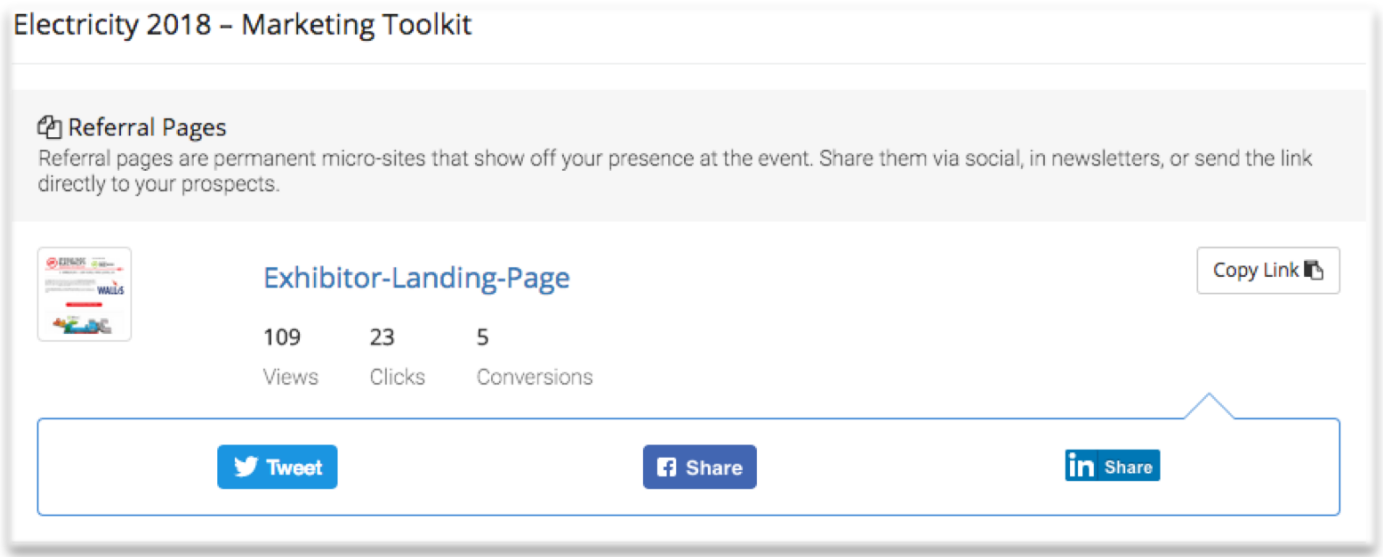
5. **Measure, track, and reward** your partners

- Track across all channels in a central place


Referral Campaigns
+ New Referral Campaign
Referral campaigns allow your partners to invite their customers, prospects, colleagues, and friends to your event using Email, Landing Pages, and Banners.
Electricity 2018 – Marketing Toolkit
01/10/2018 to 03/09/2018
4102
Breadcrumbs
1100
Email Opens
2503
Page Views
459
Banner Views
156
Conversions
Edit
Electricity 2018 – Marketing Toolkit - Page Campaign
Referral Page Campaign
Exhibitor-Landing-Page
Templates
2503
Views
267
Clicks
56
Conversions
Electricity 2018 – Marketing Toolkit - Email Campaign
Referral Email Campaign
Exhibitor-Eshot-2018
Templates
1100
Opens
201
Clicks
67
Conversions
Electricity 2018 – Marketing Toolkit - Banner Campaign
Referral Banner Campaign
Exhibitor-Banner-728x90(New)
Exhibitor-Banner-300x250
Exhibitor-Banner-478x60
Templates
459
Impressions
40
Clicks
33
Conversions

5. **Measure, track, and reward** your partners

- Track across all channels in a central place
- Offer thorough campaign reporting to the participants


Electricity 2018 – Marketing Toolkit
Referral Pages
Referral pages are permanent micro-sites that show off your presence at the event. Share them via social, in newsletters, or send the link directly to your prospects.
Exhibitor-Landing-Page
Copy Link
109
Views
23
Clicks
5
Conversions
Tweet
Share
Share

5. **Measure, track, and reward** your partners

- Track across all channels in a central place
- Offer thorough campaign reporting to the participants
- Rewards and incentives for performance

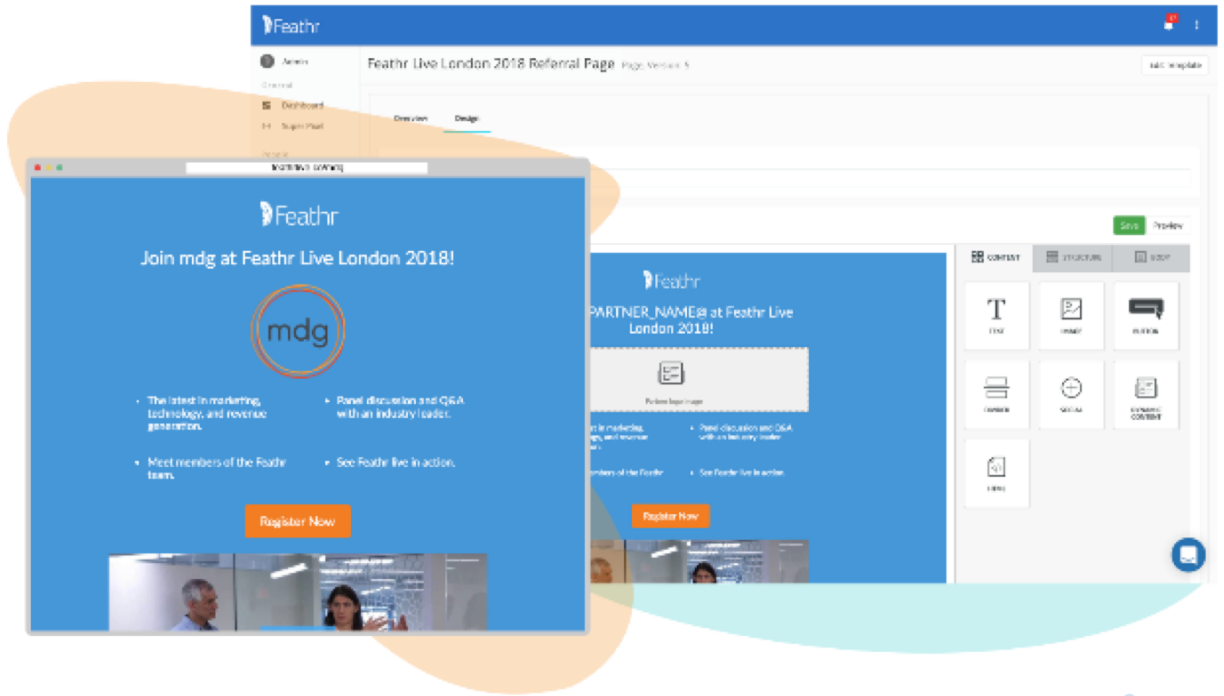
Here's where I plug Feathr

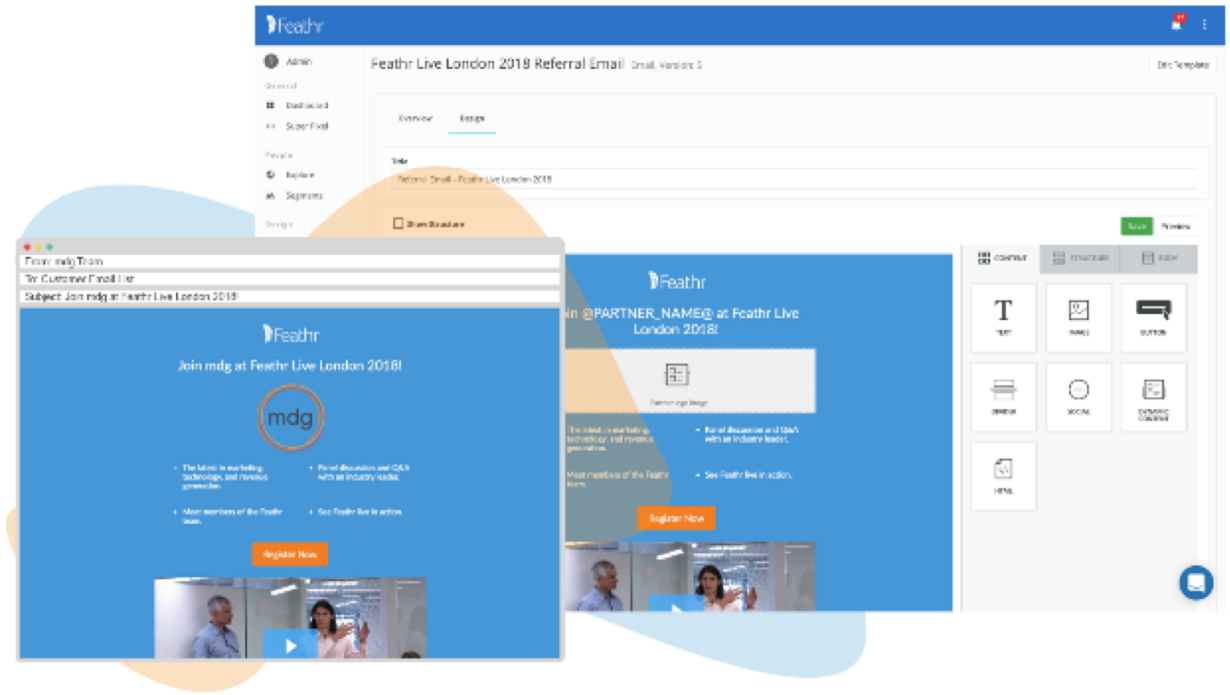
Why use Feathr's Referral Campaigns?

- Campaigns, communication, reporting, and analytics all in one ecosystem
- Templated Creative and Collateral Rendering
- You get reporting, partners get a dashboard

Referral Pages

Give your partners beautiful, trackable landing pages that drive traffic and registrations.



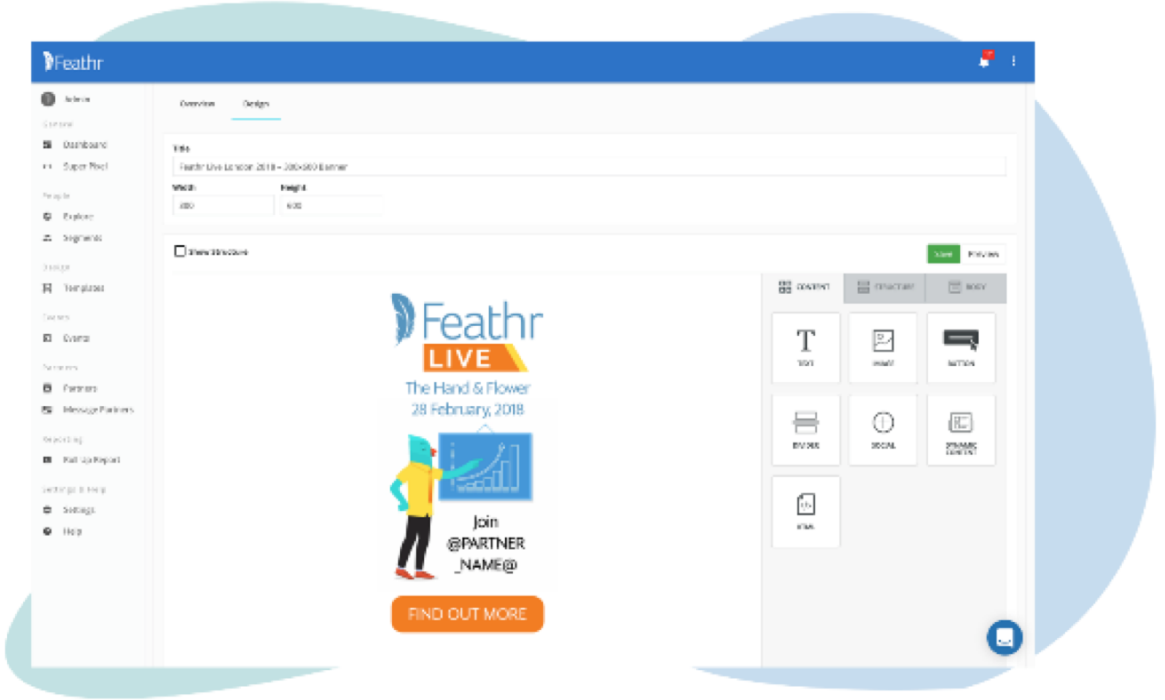


Referral Emails

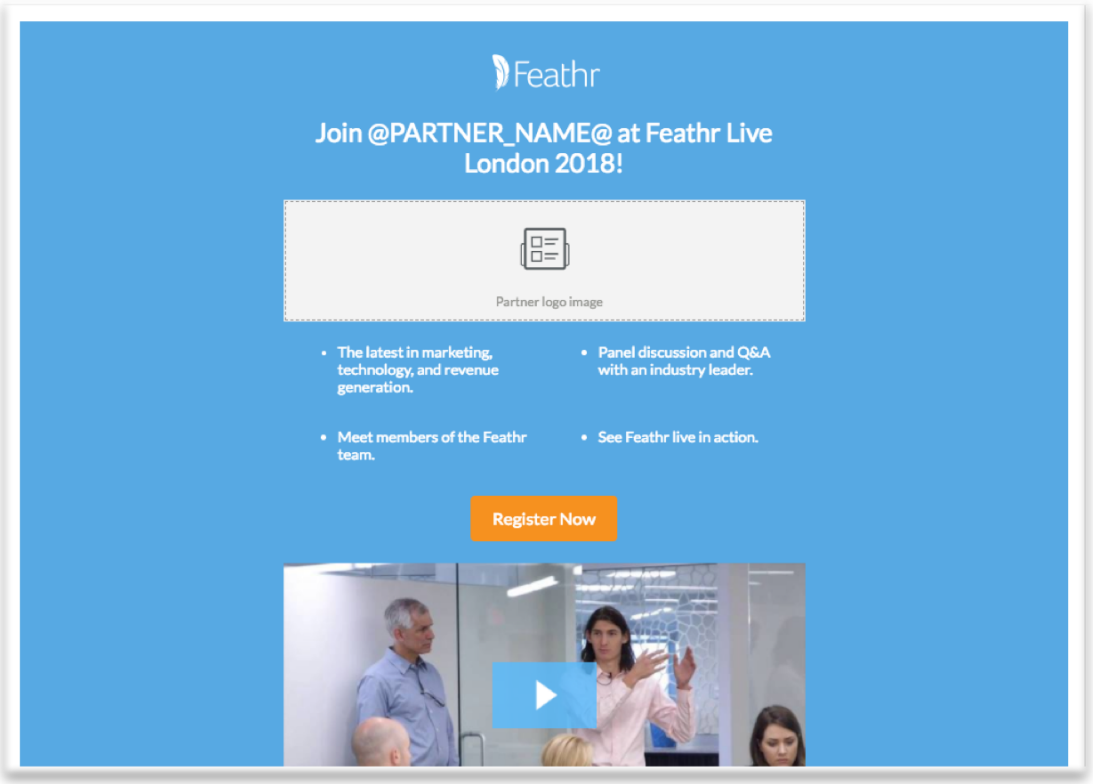
Create email templates that partners can one-click-send from Feathr, or download and share with their audience.

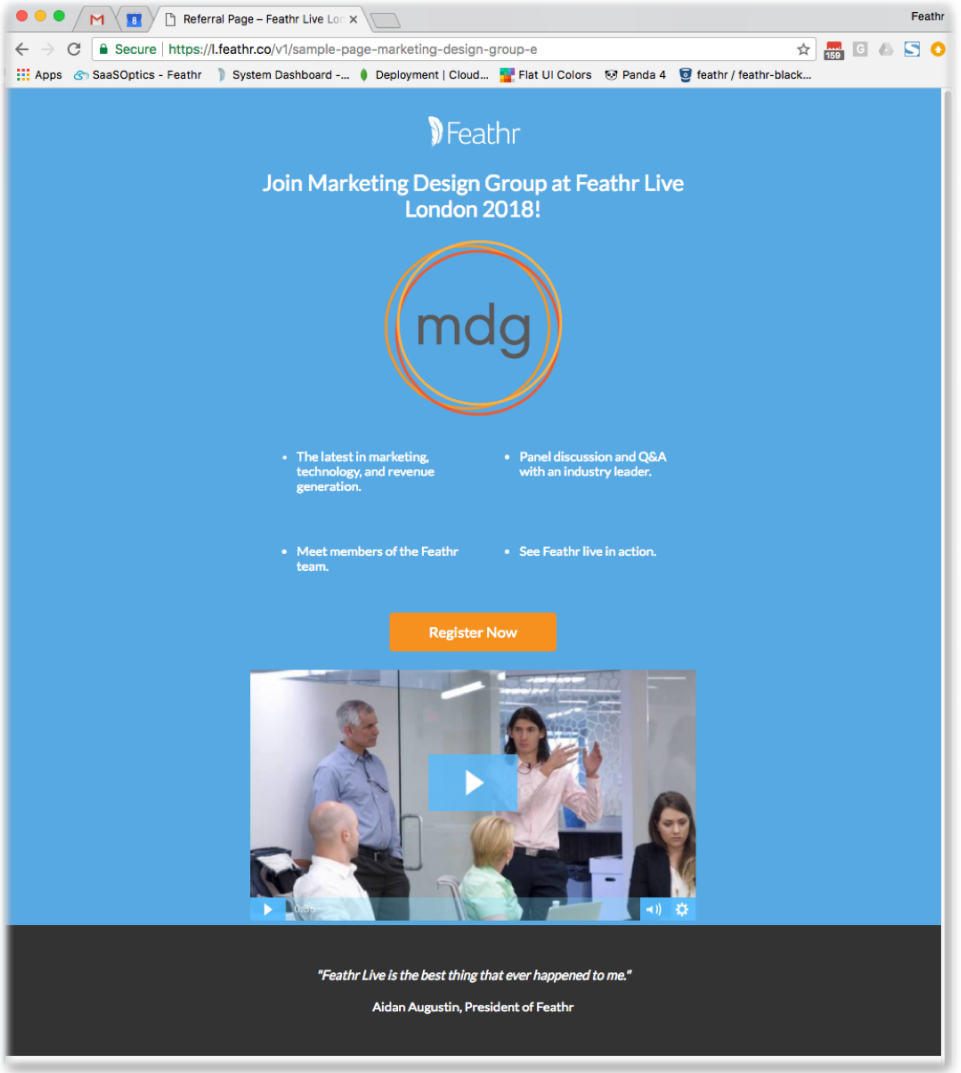
Referral Banners

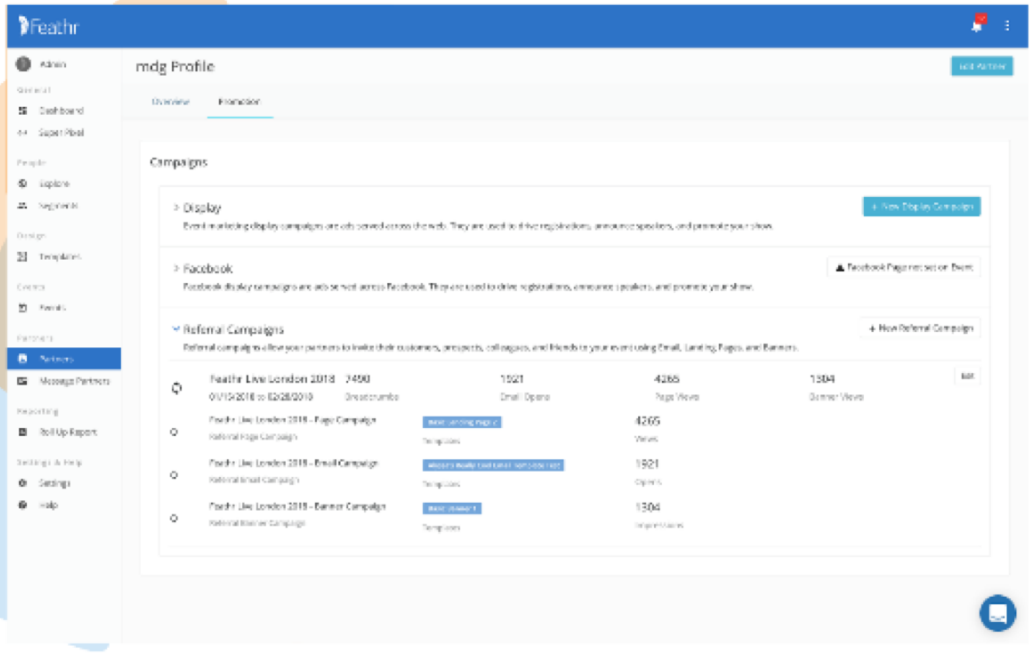
Give your partners co-branded, trackable banners that they can use to promote their involvement with your event on their website.



Intelligent Templates







Dashboards

Provide each of your partners an all-in-one dashboard that they can use to customize, download, share, and track each of their referral assets.

Referral Campaigns are part of Engage

Our product for acquiring and engaging attendees and members.

See everything that Engage offers →

Questions?

https://www.feathr.co/platform/engage/referralcampaigns

aleksander@feathr.co