Effective Referral Page Examples
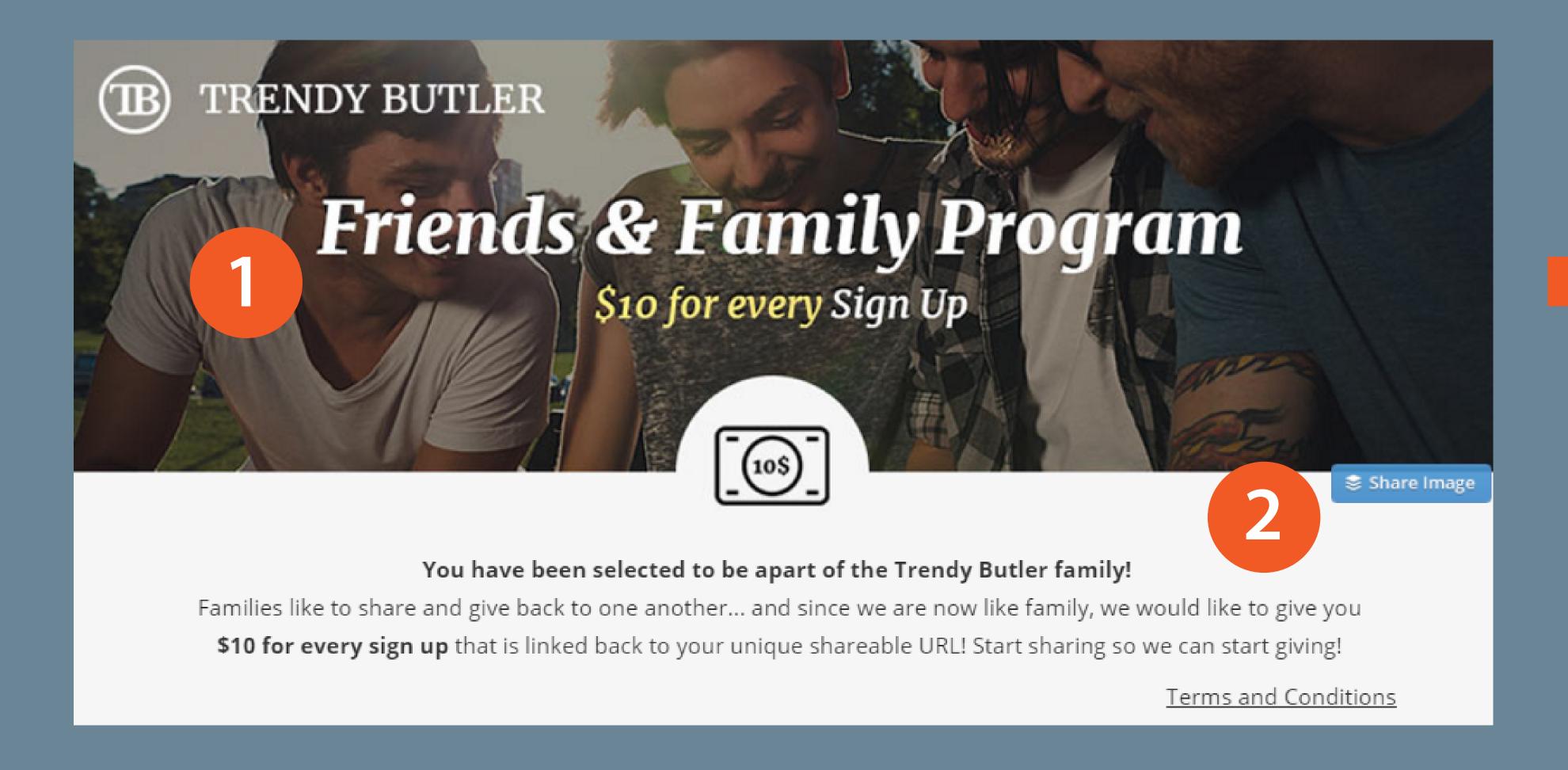## Following Best Practices

Referral Rock

This guide will walk through a variety referral program pages created by customers in Referral Rock. We will review **Registration, Member** and **Referral** pages and highlight some of the various text and visual elements they are utilizing to make effective referral programs.

Registration Page

It is the first page your customers visit before joining the program. Make it compelling and user friendly. You'll have more members than you initially thought!

TRENDY BUTLER

1 Good use of the header image. It is easy to identify who is the targeted audience.

2 Compelling offer text. It makes users feel comfortable and it shows that the company cares about them. Look at the keywords they use: families, give back to one another, selected to be part of. The communication tone is a very important element of the referral program.
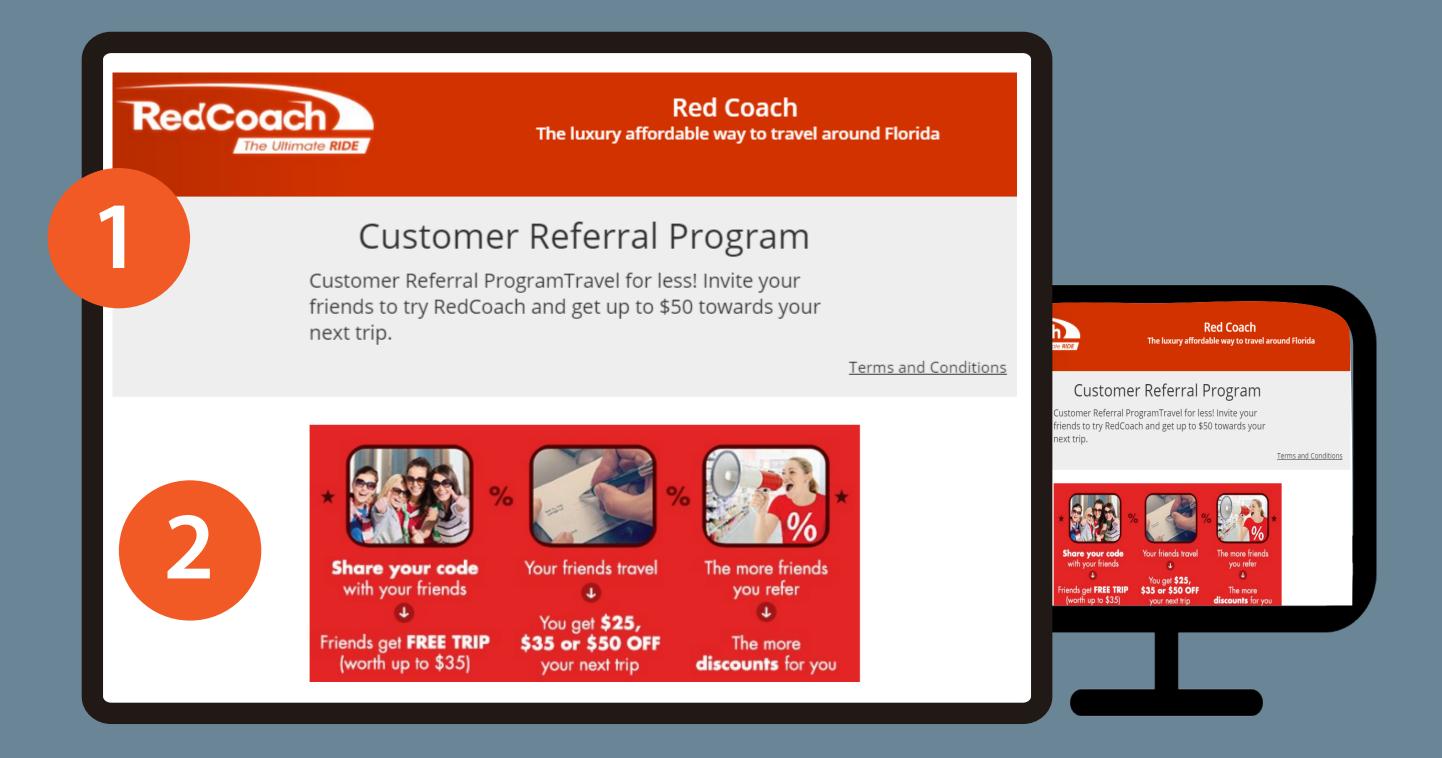
STORELLI

1 Brand's graphic elements well expressed on the page. All page is in white to give the program a visual identity.

2 Compelling offer text that explains how the referral program works; that way the member understands from the beginning what are the rewards for him and his referrals. Terms & Conditions are allowed on the page to give transparency to the program.

3 Personalized icons explaining the program work flow. Visual elements complement the text on the page.

RED COACH

Red Coach
The luxury affordable way to travel around Florida

1

Customer Referral Program

Customer Referral ProgramTravel for less! Invite your friends to try RedCoach and get up to $50 towards your next trip.

Terms and Conditions

2

Share your code
with your friends

Your friends travel

The more friends
you refer

Friends get **FREE TRIP**
(worth up to $35)

You get **$25,
$35 or $50 OFF**
your next trip

The more
discounts for you

1 Compelling header image and offer text.

2 Well used customized icons. They explain the work flow of the referral program showing the benefits for both, the member and the referral.

Member Page

In this page your members already completed the registration process. They can see more in deep what is the program about and they also can start referring people in this page.

Referral
Rock

COVENANT HEALTH PRODUCTS

1 Compelling text explaining the rewards for each user -the member and the referral. Terms & Conditions are allowed to show transparency and to avoid issues with the members.

2 Well used images. The picture shows two people to create empathy with the member. Image has a compelling design that reflects the brand's visual identity.

WORK SMART

1. Clear reward information. The member is able to see the type of reward he earns per new referrals; which in this case it is a Tango card.

2. It is an easily shareable program, as the member could share it through his different social networks.

3. The program uses gamification techniques by allowing the member to track his referrals. This makes the program more competitive as the member would like to see those numbers go higher.

Referral Rock

VITA WELLNESS MASSAGE

1
Very compelling text. The communication tone is very appropriate to engage with the members and the content explains when the rewards are earned.

2
Well use of the image to explain the type of reward the members earn. See all the social media icons and the unique URL.; this means the program is easily shareable.
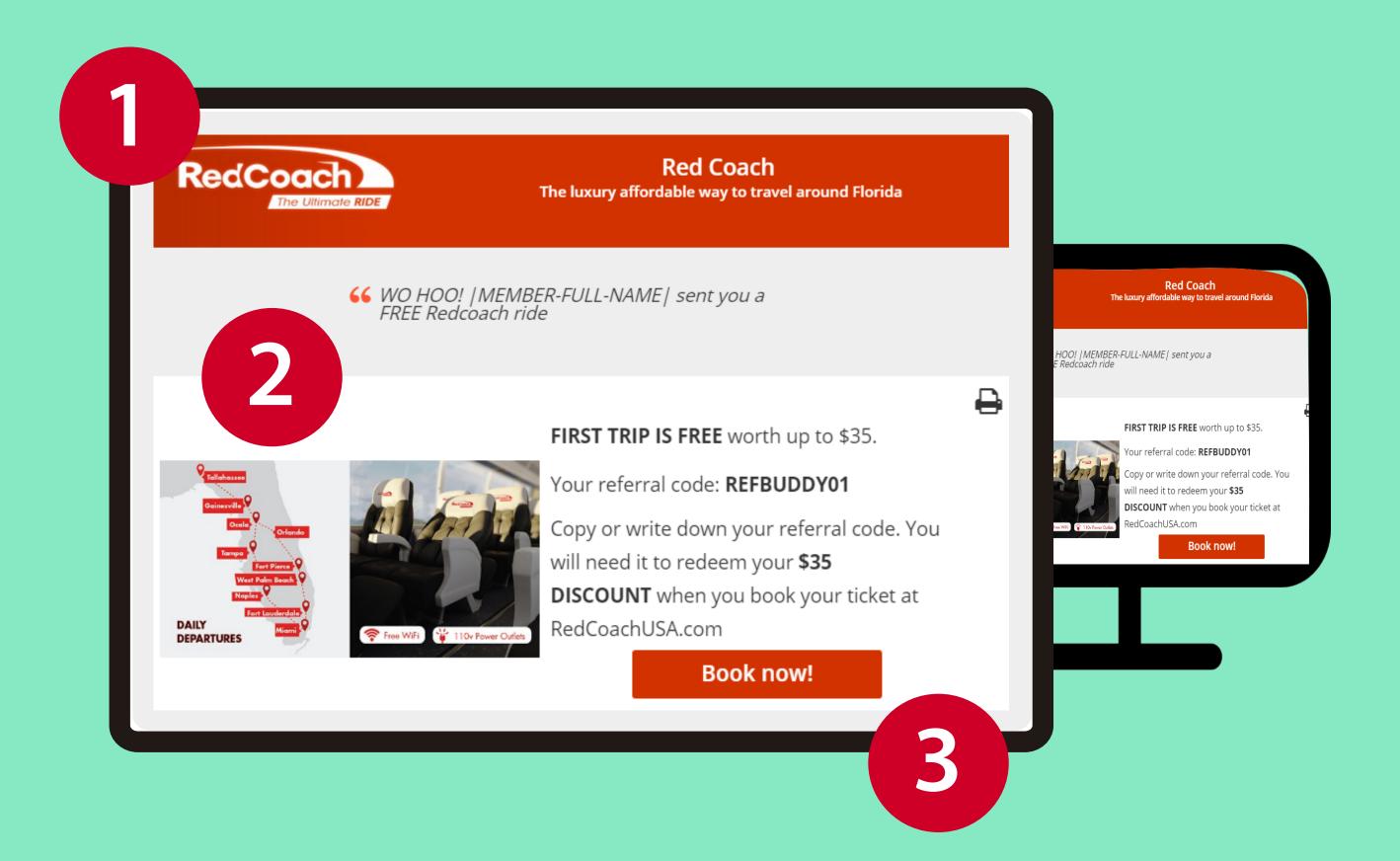
Referral Page

This is the page your new members will see. Remember they are new to your brand and don't know a lot about you. Make this page compelling enough to convert them into new customers.
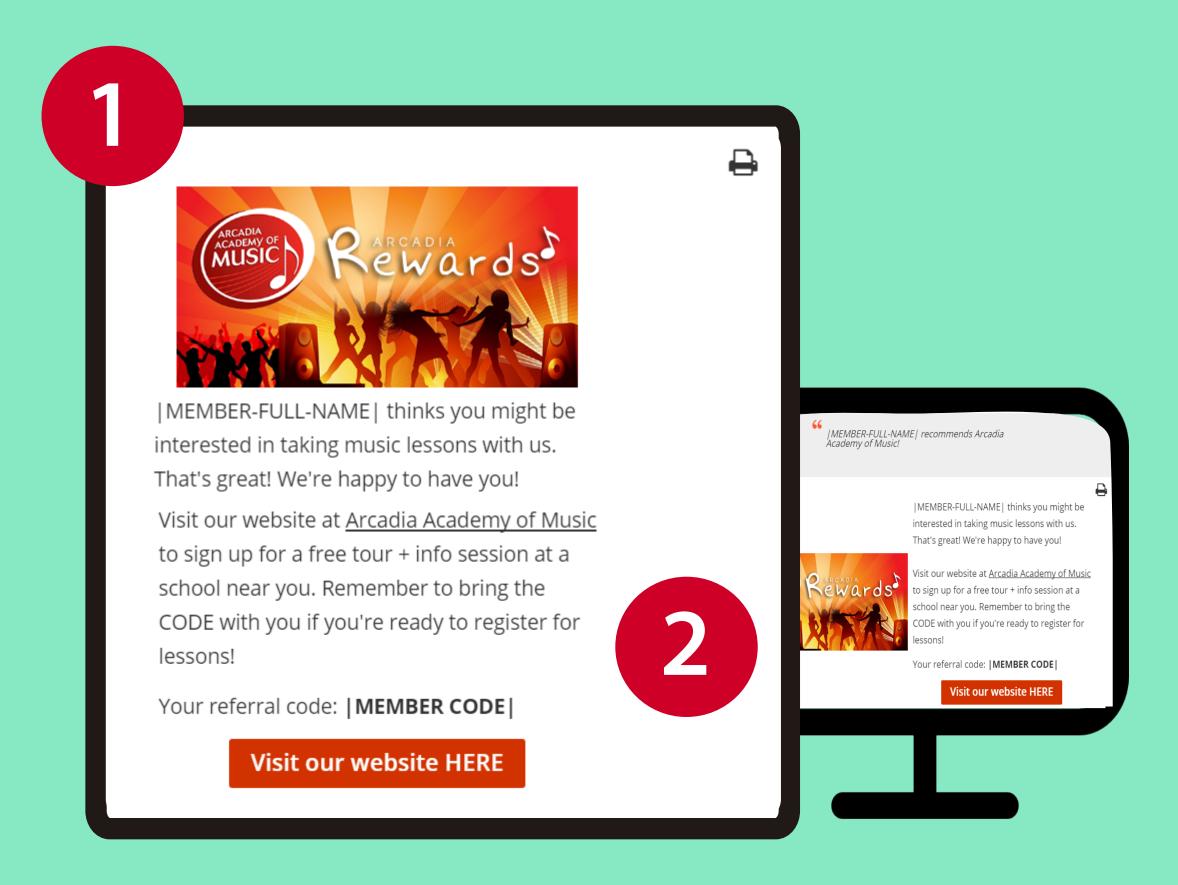
RED COACH

1 Compelling use of the header. It reflects the company's visual identity.

2 Image and offer text are very compelling. The image shows the company's benefits and the text explain how the reward works.

3 Compelling CTA button. It is easily identifiable in the page and it shows what is the action the referral needs to take.

Referral Rock

ARCADIA ACADEMY OF MUSIC

1 |MEMBER-FULL-NAME| thinks you might be interested in taking music lessons with us. That's great! We're happy to have you!

Visit our website at Arcadia Academy of Music to sign up for a free tour + info session at a school near you. Remember to bring the CODE with you if you're ready to register for lessons!

Your referral code: |MEMBER CODE|

Visit our website HERE

2 |MEMBER-FULL-NAME| recommends Arcadia Academy of Music!

|MEMBER-FULL-NAME| thinks you might be interested in taking music lessons with us. That's great! We're happy to have you!

Visit our website at Arcadia Academy of Music to sign up for a free tour + info session at a school near you. Remember to bring the CODE with you if you're ready to register for lessons!

Your referral code: |MEMBER CODE|

Visit our website HERE

1 Good use of images to tell new users what is the company about and to let them know there is a reward waiting for them.

2 Good explanation about the referral work flow. It is easy to understand how referrals get the rewards and it is also easy to notice that the coupon needs to be printed.

Referral Rock

Face USA

1

About FACE:USA

FACE:USA is a web and mobile based platform that connects aesthetic-minded consumers with experienced aesthetic providers in cities all across America.

By providing credible, fresh and relevant content from industry leading experts and authoritative sources, FACE:USA helps to educate aesthetic consumers and ensure they make informed decisions when choosing an aesthetic product or treatment provider.

Additionally, FACE:USA empowers aesthetic practices with a robust suite of highly effective sales, marketing and communication tools designed to drive consumer engagement, improve patient retention and increase

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If you have additional questions please click https://calendly.com/bill-velek/faceusa-online-consultation to schedule a 30-minute online consultation.

1 Good explanation about what the company does. Referrals are possible new customers and they might not know anything about you and your products. Provide information about your brand will generate trust and they'll feel more comfortable to sign up or purchase.

Referral Rock