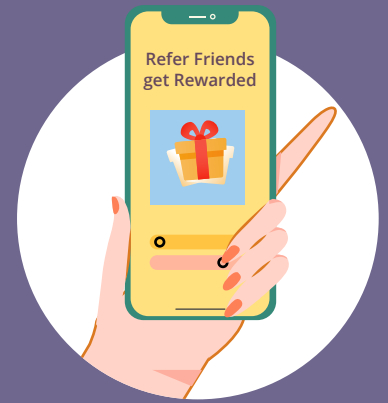


Follow these five steps to create a successful referral program.



1. Start with your guest in mind

Look to your data for information including: Who are they? What motivates them? What products and services are they purchasing? How are they communicating with you?

2. Set your goals and baseline

How many referrals are you currently getting on a monthly basis? What are your referral sources (email, SMS, word-of-mouth)? Have you run referral programs in the past? What worked and what didn't?



3. Identify incentives

Think back to #1. What motivates your guests? If you're looking for ideas, consider Uber's Referral Program which gives you and your friend ride credits if you refer them.

4. Reach out

Determine how and when you will share your new program.

We recommend sharing on as many platforms as possible to create an omnichannel experience and expand your reach. Consider promotion via email, SMS, social media and at the front desk or checkout kiosk.



5. Track, Review, Improve

Get to know the effectiveness of your guest referral program. Set up tracking, determine metrics and cadence for review. Review, improve, repeat.