

6 Referral Marketing Tips for Professional Services Firms

Referral marketing: it's the lifeblood of any professional services firm. After all, what better way to grow your business than through the recommendations of your satisfied clients? But how can you make sure that you're getting the most out of your referral marketing? Is it in the quality of the referral, or is it in the quantity? How do we use our existing clients as advocates for us?

1 Be Generous



You get what you give! Be generous with your clients and refer them where possible. When you do this, you unleash a chain of events that can lead to referrals coming back your way.

2 Get Personal



In the professional services industry, it's all about relationships. The better you know your clients (and vice versa), the more likely they are to give you a referral.

3 Focus on Newer Customers



While nurturing your relationships with existing clients is crucial, don't forget about your newer customers. They're just as likely to give you a referral - if not more so!

4 Thank Your Referrers



Never forget to thank your referrers! A simple "thank you" goes a long way, showing that you appreciate their help. You can also go the extra mile and offer referral bonuses, discounts, or other perks.

5 Ask Clients



This may seem like an obvious one, but it's worth mentioning: if you want referrals, you need to ask for them!

6 Make It Easy



Last but not least, if you want people to give you referrals, you need to make it easy for them. The easier it is for someone to give you a referral, the more likely they are to do it.