

Referral & Word-of-Mouth Program

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a referral and word-of-mouth program — incentivising satisfied homeowners, contractors and trades to refer, and making referrals easy and rewarded — so your best marketing channel becomes systematic. Use it to drive referrals. For trades specifically use the Mason & Applicator Network Building tool.

Purpose of this tool & output

Turn happy customers into a sales engine

How the output is used

Use it to turn happy customers into a sales engine — a referral and word-of-mouth program that rewards recommendations.

Important cautions

The best referral driver is reliable service and fair dealing; a reward helps but cannot fix a store people would not recommend anyway.

Companion documents

- Local Marketing & Reputation
- Google Business Profile & Local SEO
- Mason & Applicator Network Building
- Showroom Experience & Display Plan
- Festive & Seasonal Promotion
- Store Brand Positioning

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