

Referral & Word-of-Mouth Program

Consumer Electronics & Appliances

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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 customers to refer, and leveraging good service/installation moments — so referrals (trusted, cheap acquisition for a big-ticket trust purchase) become systematic. Use it to drive referrals. For retention use the After-Sales Customer Retention tool.

Purpose of this tool & output

Turn happy customers into referrals

How the output is used

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

Important cautions

Big-ticket electronics is a trust purchase, so referrals from happy customers convert strongly and cheaply; ask at high-trust moments (great service/install) and reward fairly. Great service and honest dealing are the referral foundation.

Companion documents

- Local Marketing Plan
- Google Business Profile & Local SEO
- Digital Ads Plan
- Social Media & Content Plan
- Online Selling (Own + Marketplace)
- Reviews & Reputation Management

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