

Referral Program Designer

Retail & E-Commerce

Document type: Plan / SOP / strategy / guide · Generated 29 Aug 2026

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

Design a referral program that turns happy customers into marketers — referrer and referee rewards with a trigger, the economics, sharing channels, anti-abuse controls and a launch message. Fill in your details below.

Purpose of this tool & output

Turn happy customers into your best marketers

How the output is used

Use the designer to turn happy customers into referrers with a simple, rewarding program.

Important cautions

AI-generated design; model reward cost against margin and LTV.

Companion documents

- Retail Marketing Calendar
- Social Media Content Planner
- Influencer Collaboration Brief
- Performance Ads Plan (Meta & Google)
- Festival Campaign Kit
- Local Footfall Booster

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.