



Leads from referrals have a **30%** higher conversion rate and **37%** higher retention rate than the leads generated from other marketing channels.¹



92% of consumers trust the referrals or recommendations of people they know personally.²



85% of clients say advisor communications positively impact retention and referrals.³

Simplicity assists throughout the process, helping you identify the type of events that will be most effective for your targeted clients while also providing customized marketing materials and email invitations to execute.

Referral Implementation Guide

Host Events to Engage Prospects and Cater to their Varied Interests

Invite clients and their friends and families to a variety of different events. Focus events on different groups of people, including those with and without kids, while appealing to different interests.



Sporting event



Golf outing



Family picnic



Wine tasting



Movie night



Art gallery

Tactical Event Planning Guidelines

- ✓ Plan events 4-6 months out
- ✓ Limit the guest count
- ✓ Establish an RSVP and referral tracking system
- ✓ Avoid hosting back-to-back events
- ✓ Rotate event types and themes
- ✓ Don't forget to account for transportation (as needed)

Coaching Clients to Make Referrals

- ✓ Educate your clients on how to talk about your business with family and friends.
- ✓ Utilize various media channels to market upcoming events and webinars.
- ✓ Remind clients about the opportunity to invite like-minded friends/family to referral events.

¹ Chua, D. (2021, March 10). Infographic: Why referral marketing is awesome [2021 update]. ReferralCandy Blog. Retrieved September 12, 2022.

² Borowski, C. (2017, October 30). B2B demand generation benchmark report. Software Advice. Retrieved September 12, 2022.

³ Ross, L. (2018, September 22). The importance of referral marketing – Statistics and trends. Invesp. Retrieved September 12, 2022.