

Referral Program Outline Proposal

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Proposal for Referral Program

Introduction

We are excited to propose a referral program aimed at increasing customer acquisition and enhancing brand loyalty.

Program Overview

The referral program will incentivize existing customers to refer new clients to our services/products. For each successful referral, both the referrer and the referee will receive rewards.

Objectives

- To increase customer base by [insert percentage or number].
- To enhance customer engagement and loyalty.
- To generate word-of-mouth marketing.

Target Audience

The program will target existing customers who are satisfied with our products/services and are likely to refer others.

Incentives

Participants will receive [insert details of rewards, e.g., discount codes, gift cards, cash rewards] for each successful referral.

Implementation Timeline

The proposed timeline for the program is as follows:

1. Program Design and Approval: [Start Date] - [End Date]

2. Launch Marketing Campaign: [Start Date] - [End Date]
3. Program Launch: [Insert Date]

Conclusion

We believe that implementing this referral program will not only boost our sales but also foster a stronger community around our brand. We welcome any feedback and look forward to your approval.

Thank you for considering this proposal.

Sincerely,

[Your Name]

[Your Position]

[Your Company]