

User Referral Strategy Overview

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Overview of User Referral Strategy

Introduction

Dear [Recipient's Name],

I hope this message finds you well. I am writing to provide you with an overview of our user referral strategy aimed at increasing our customer base and enhancing user engagement.

Objectives

- Increase user acquisition by leveraging existing customers.
- Enhance brand loyalty through incentivization.
- Utilize word-of-mouth marketing to reach potential users.

Referral Process

1. Existing users receive a unique referral link.
2. New users sign up using the referral link.
3. Both parties receive rewards upon successful registration and engagement.

Incentives

Incentives will include:

- Discounts on future purchases.
- Exclusive access to new features.
- Gift cards and vouchers.

Tracking and Measurement

The success of the referral strategy will be measured by:

- The number of referrals generated.
- User engagement rates post-referral.

- Overall growth in user base.

Conclusion

We believe that implementing this user referral strategy will significantly contribute to our growth objectives. I look forward to discussing this further with you.

Best Regards,

[Your Name]

[Your Position]

[Your Contact Information]