

Marketing Hourglass

Stage 7: Refer

Company

URL

What are all of the ways you could intentionally make it easy for your happy clients to and strategic partners to share your business and refer others effectively? Remember, the goal here is to start to think of ways that you could add to the experience and exceed expectations from this point forward. Use the left column to audit and make note of your current level of activity in this stage and the right column to note ways you could add to or enhance your activity in this stage.

Stage 7: Refer

Stage Audit		Stage Action Plan	
Clients		Clients	
Part of agreement			
Routine contact			
Promotions			
Champion Clients		Champion Clients	
Networking			
Events			
Premium content			
Appreciation activity			
Teach referral generation			
Partners		Partners	
Recruitment			
Guest webinars			
Guest blog posts			
Podcast interviews			
Video interviews			
Co-marketing			



*Stage Audit**Stage Action Plan***Partners****Partners**

Co-sponsored events

Referral club

