

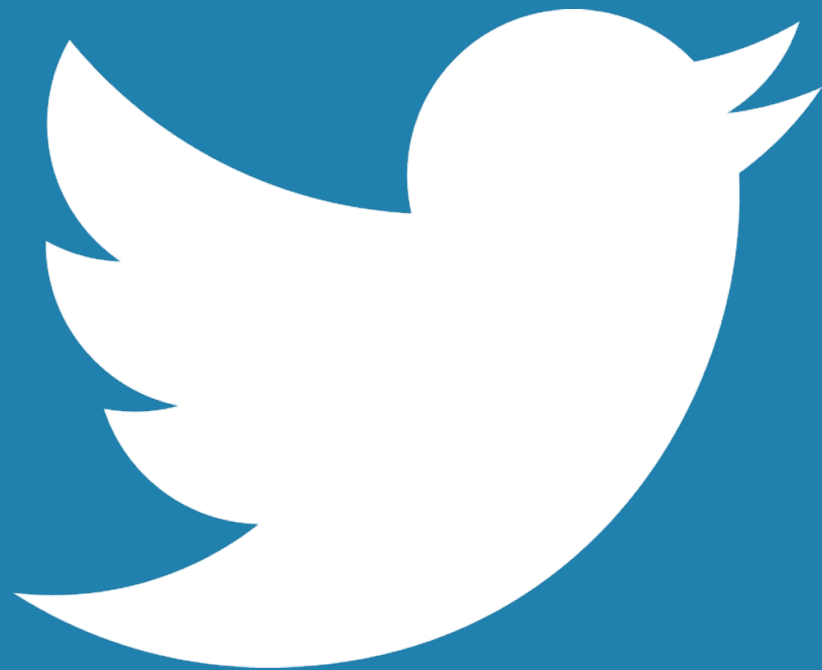


Referral Marketing — A Better Approach Based on the Latest Research

Presented by: Lee Frederiksen, Ph.D.



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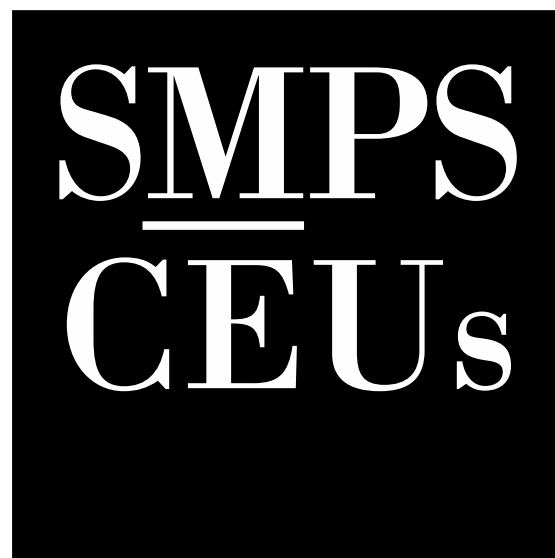
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#ReferralResearch

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Today's Presenter



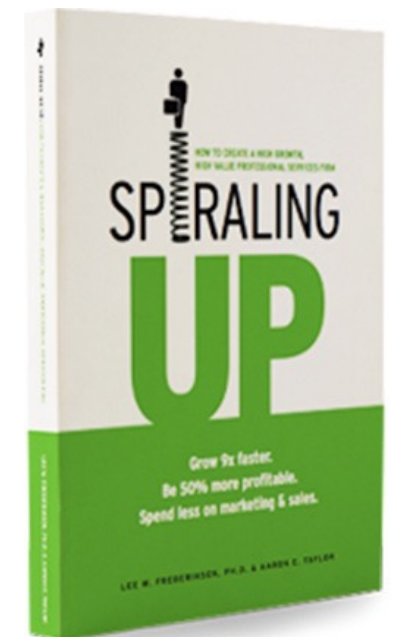
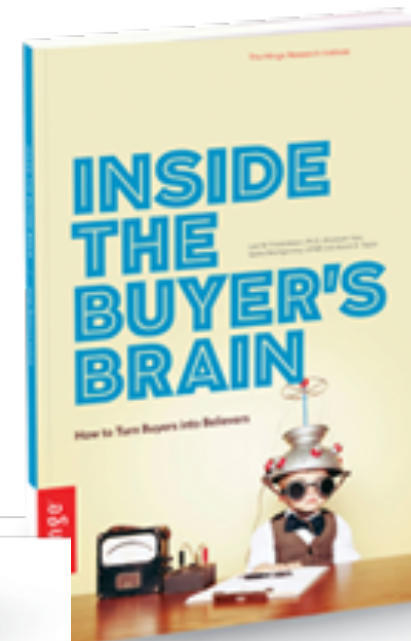
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Background on Research Studies



8

Years

15

Studies

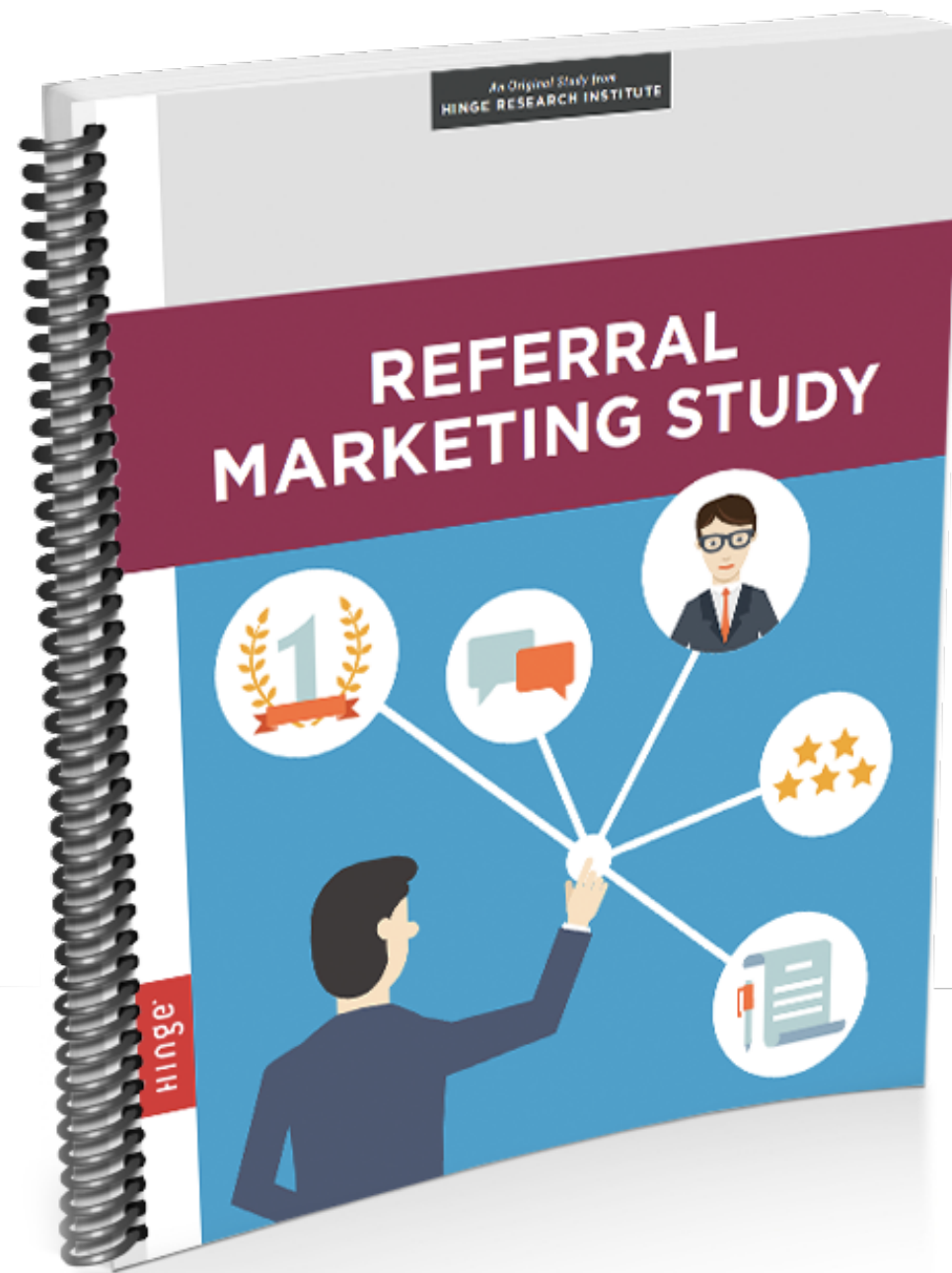
7500+

Firms

What We'll Cover Today

- ① **Research Background**
- ② **A New Approach to Referrals**
- ③ **Factors Influencing Referrals**
- ④ **How to Lose Referrals**
- ⑤ **Developing Visible Expertise**

Research Background



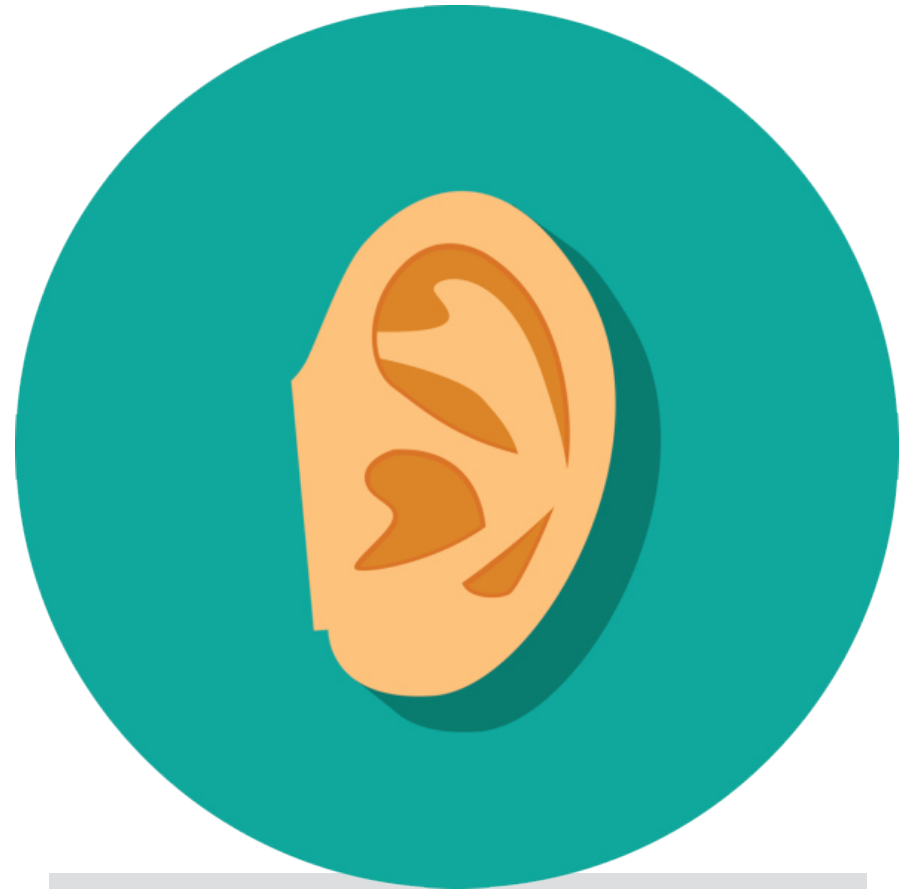
1,168 participants

A New Approach to Referrals

Two Types of Referrals



Experience-Based



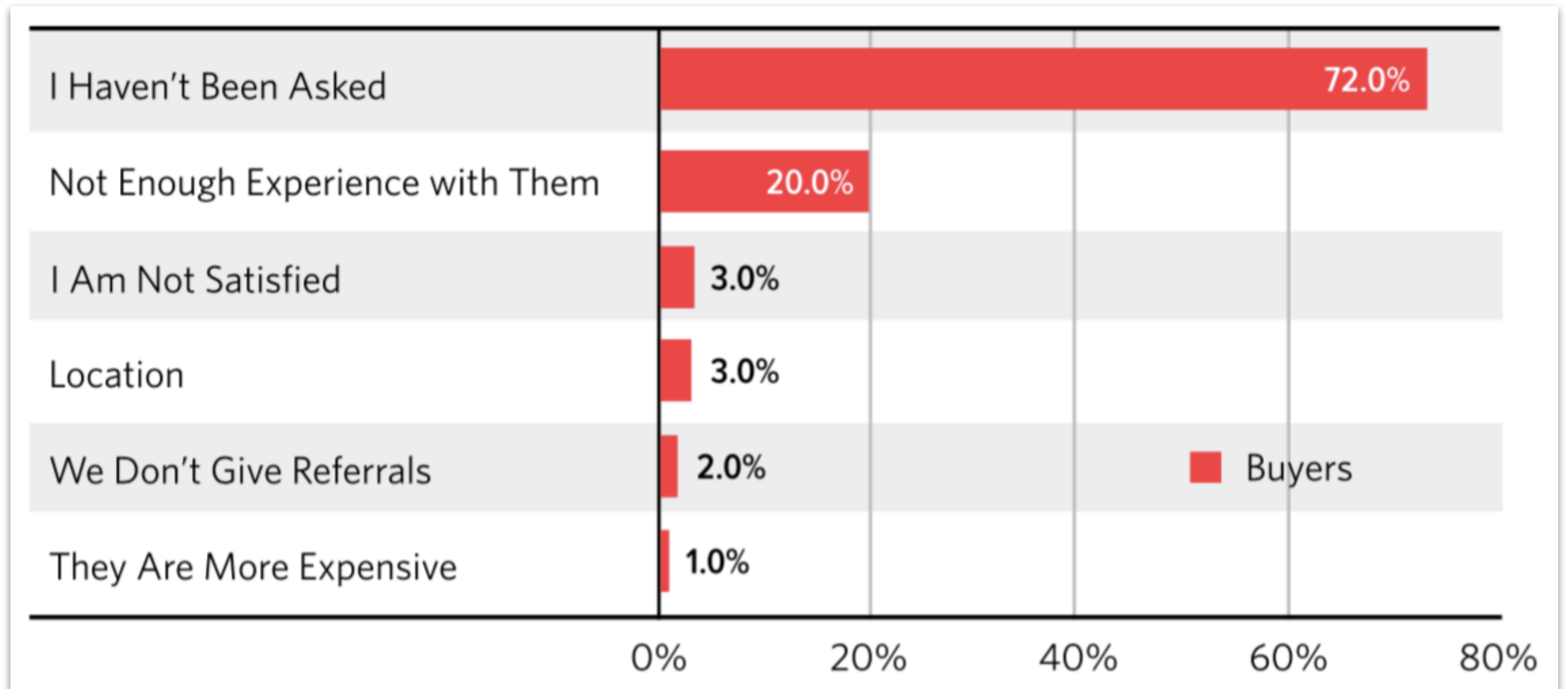
Reputation-Based

80%

of professional services buyers
say they would refer their provider.

Source: Inside the Buyer's Brain

Reasons Buyers Did Not Refer



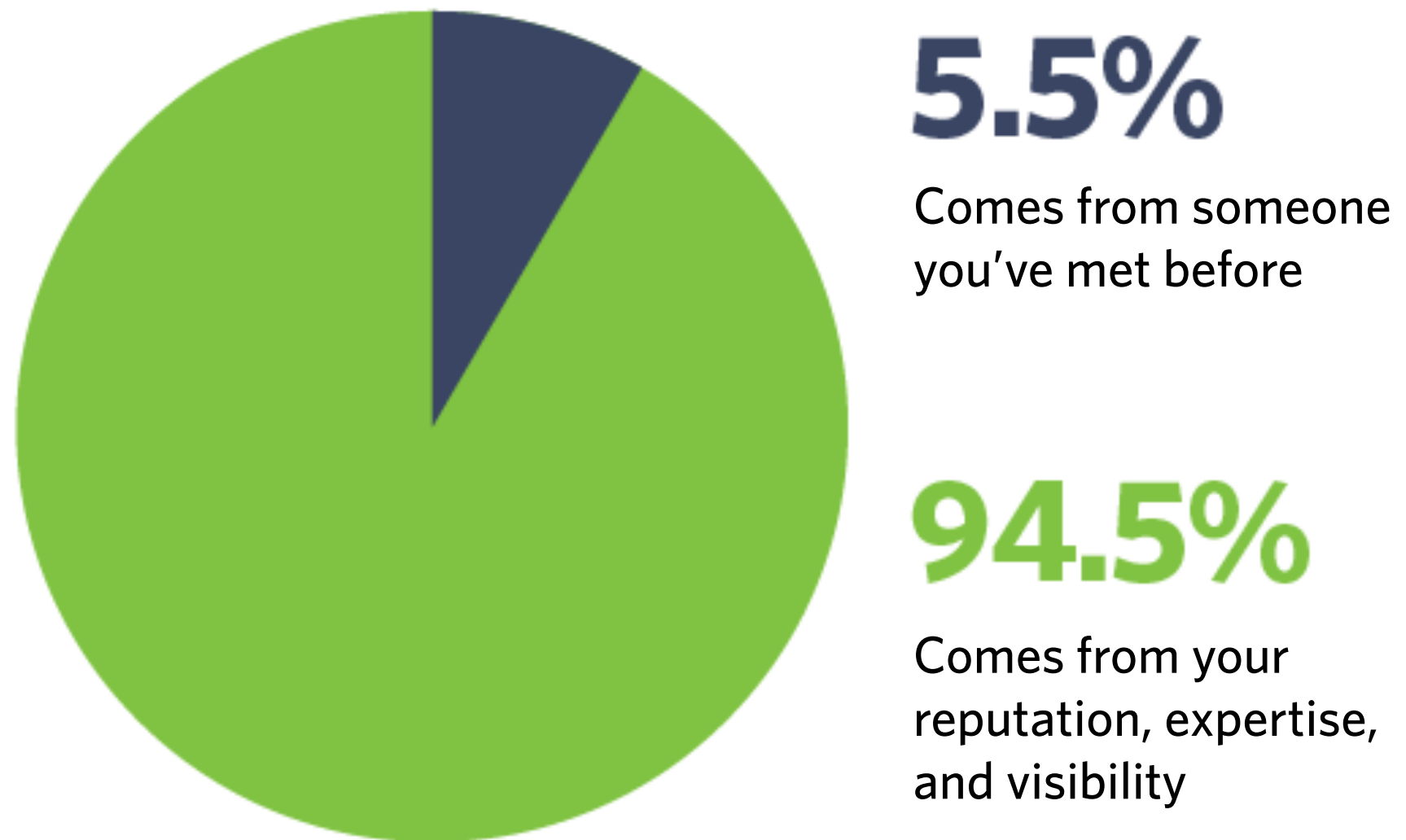
Going Beyond Traditional Client Referrals

81.5%

of firms have received a referral from people
they have not worked with.

*Source: Visible ExpertsSM: How High Visibility Expertise
Helps Professionals, Their Firms, and Their Clients*

Where Do Non-Client Referrals Come From?



Think Brand

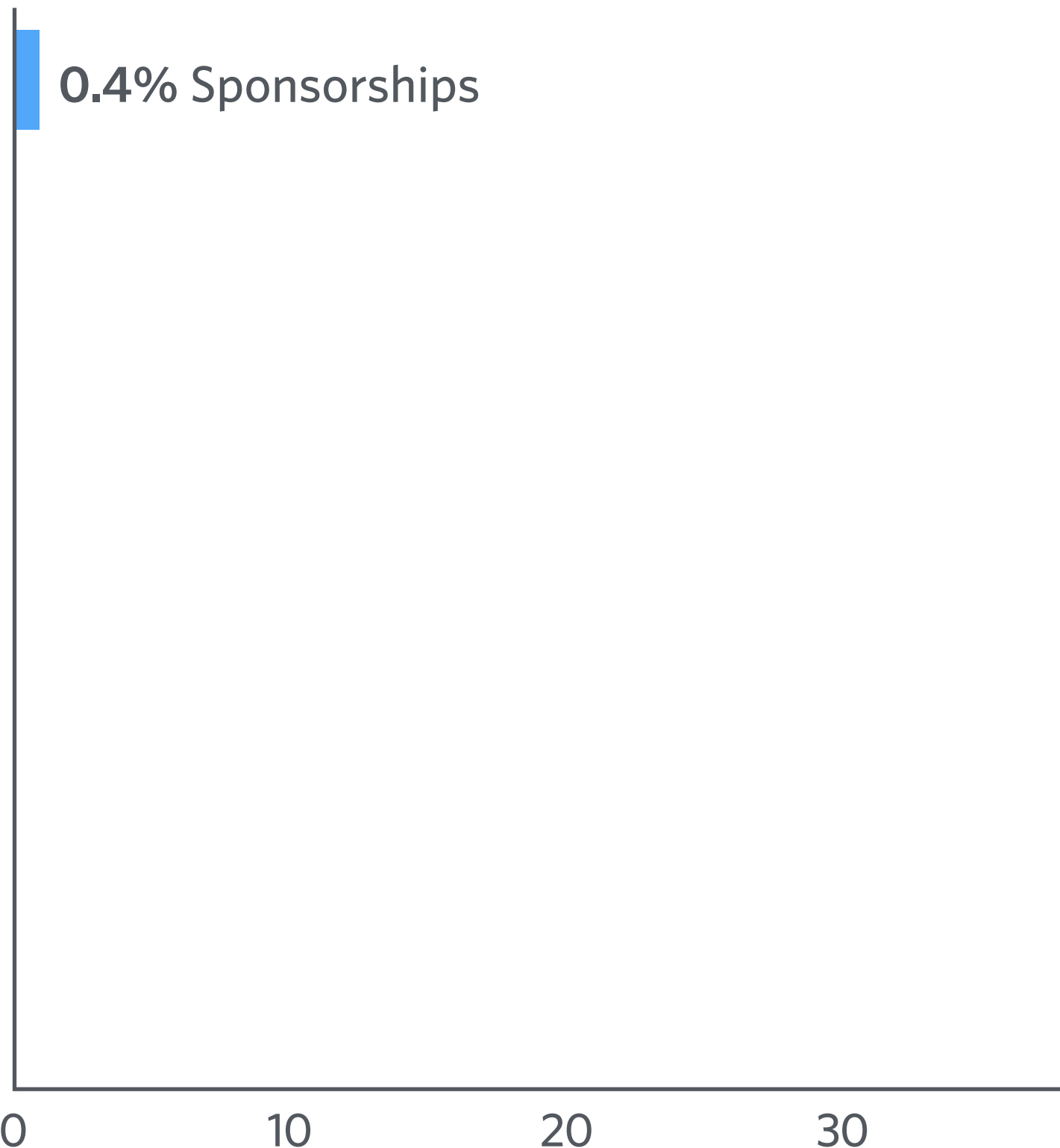
Brand = Reputation x Visibility

Anatomy of a Reputation



Factors Influencing Referrals

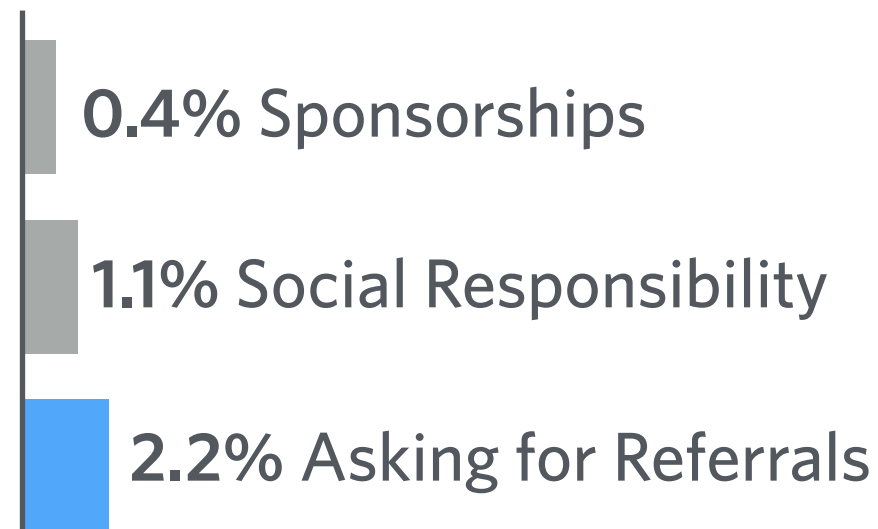
Which factors increase the probability of referrals?



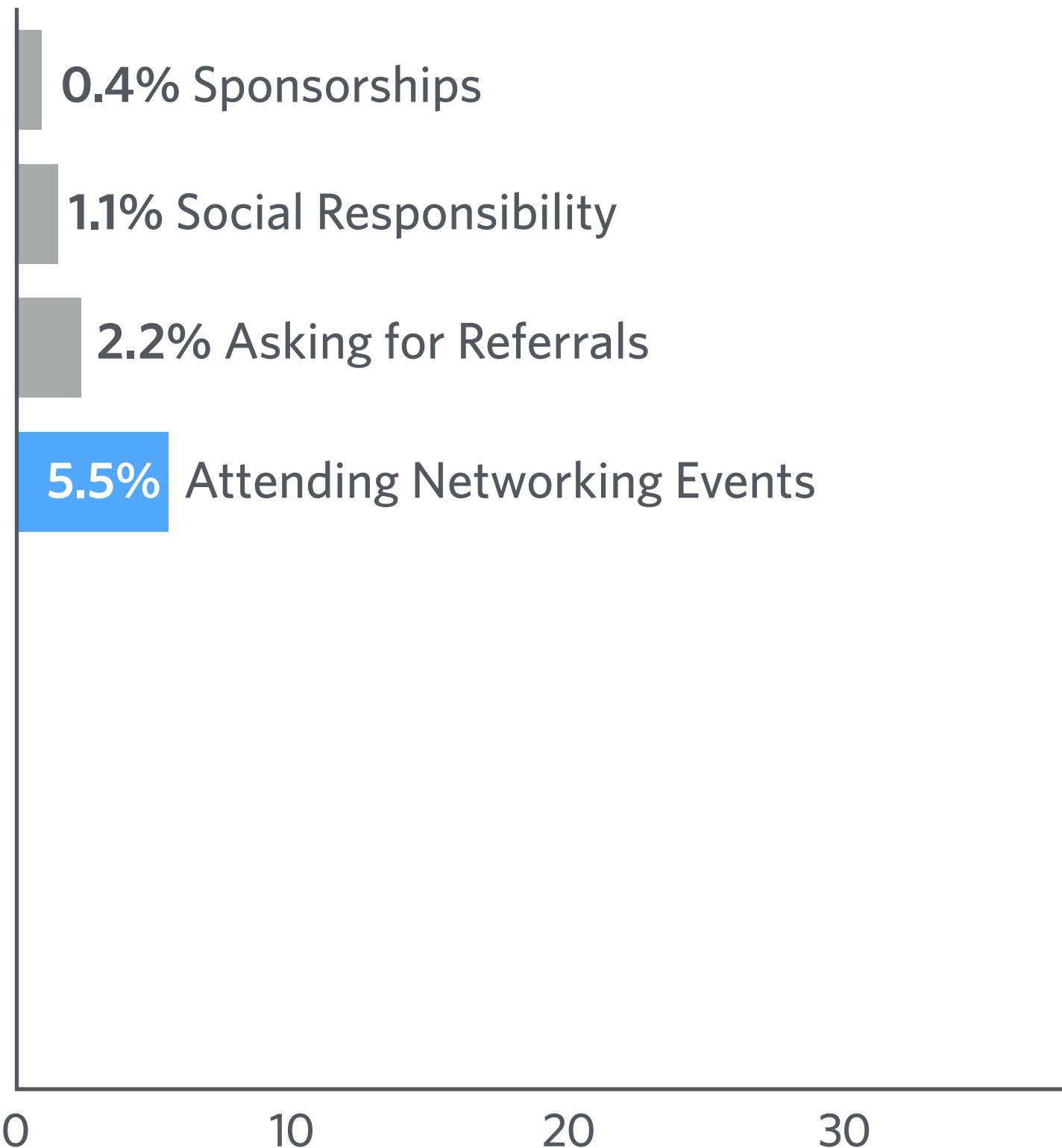
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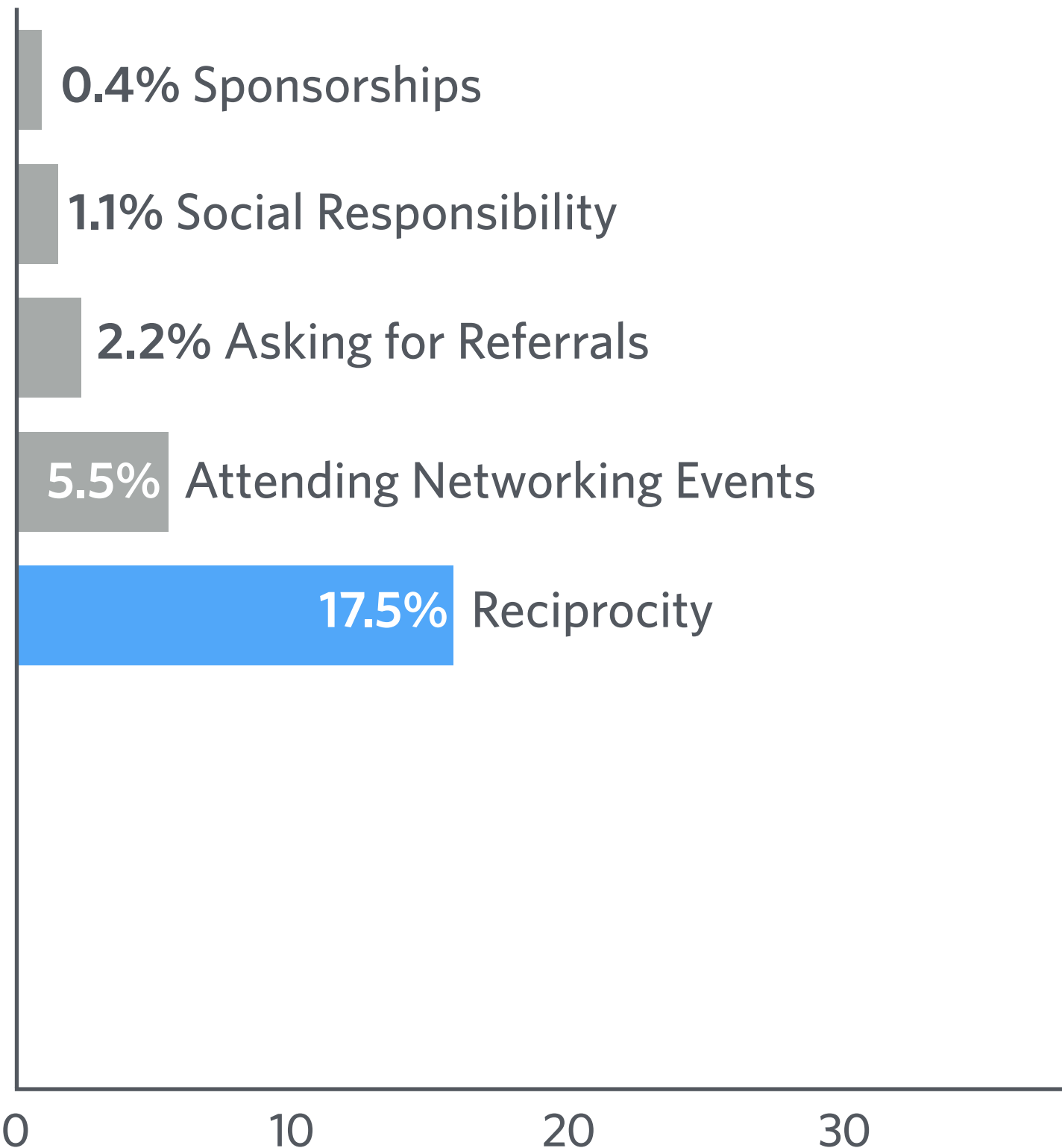
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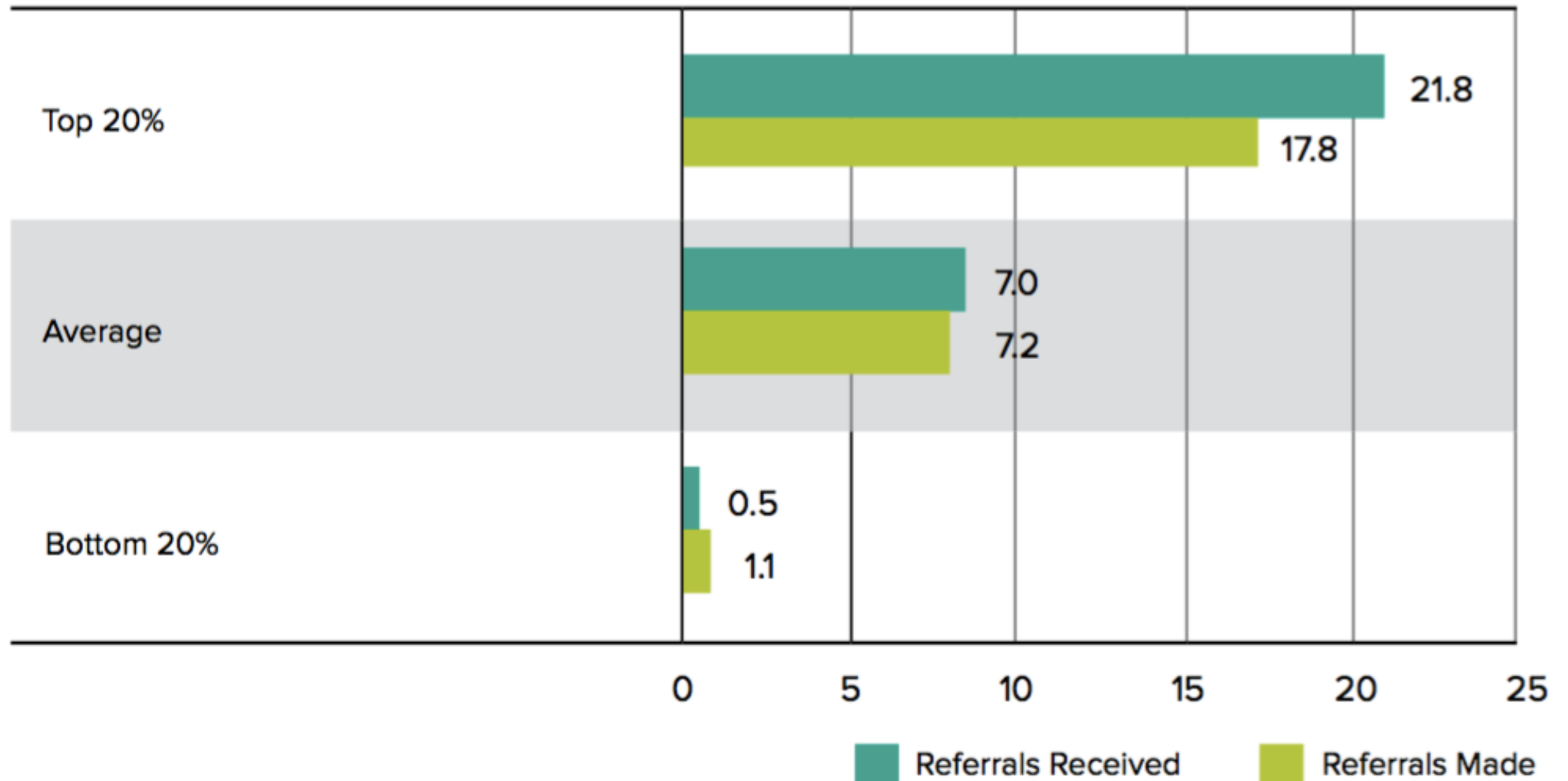
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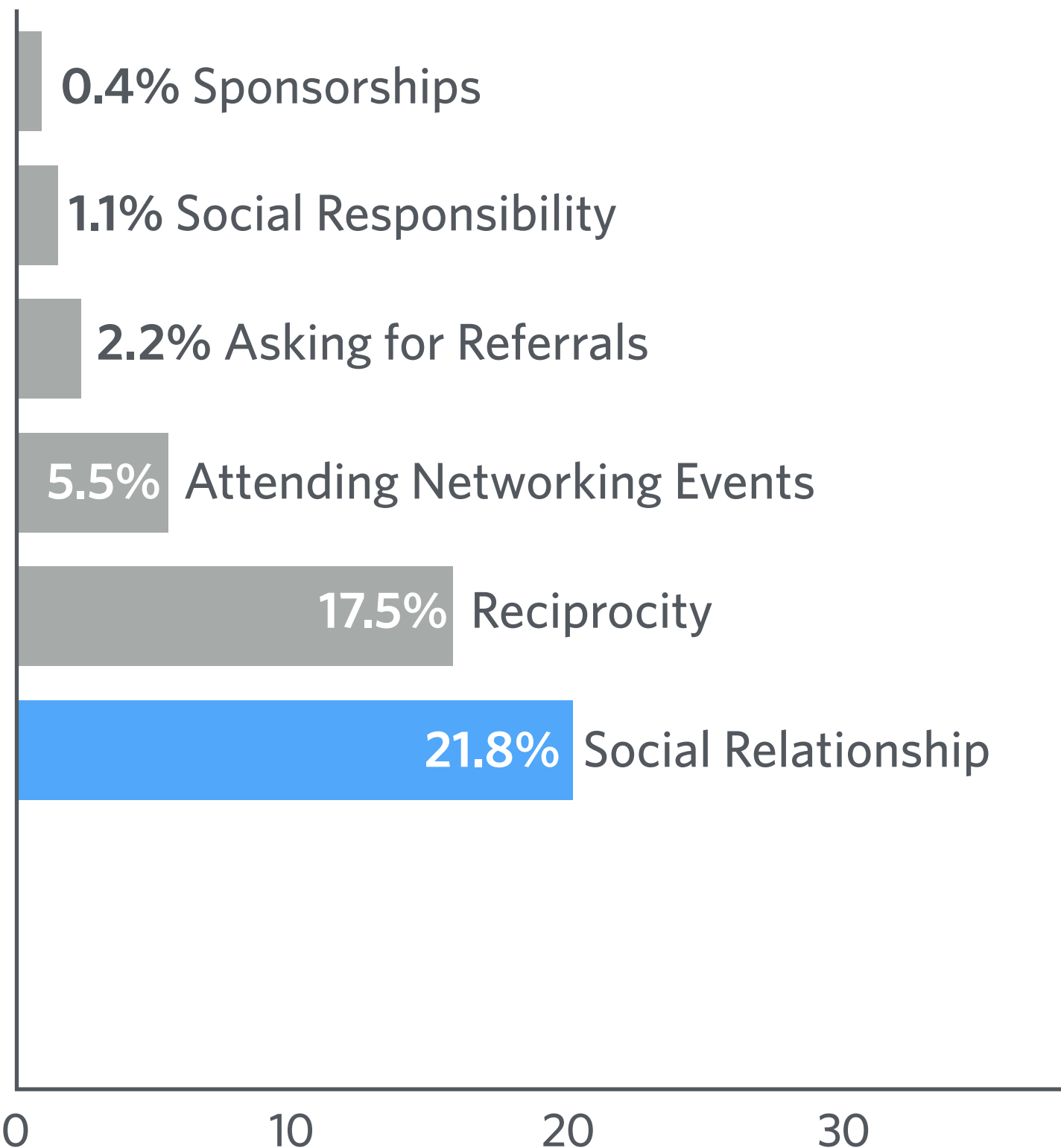
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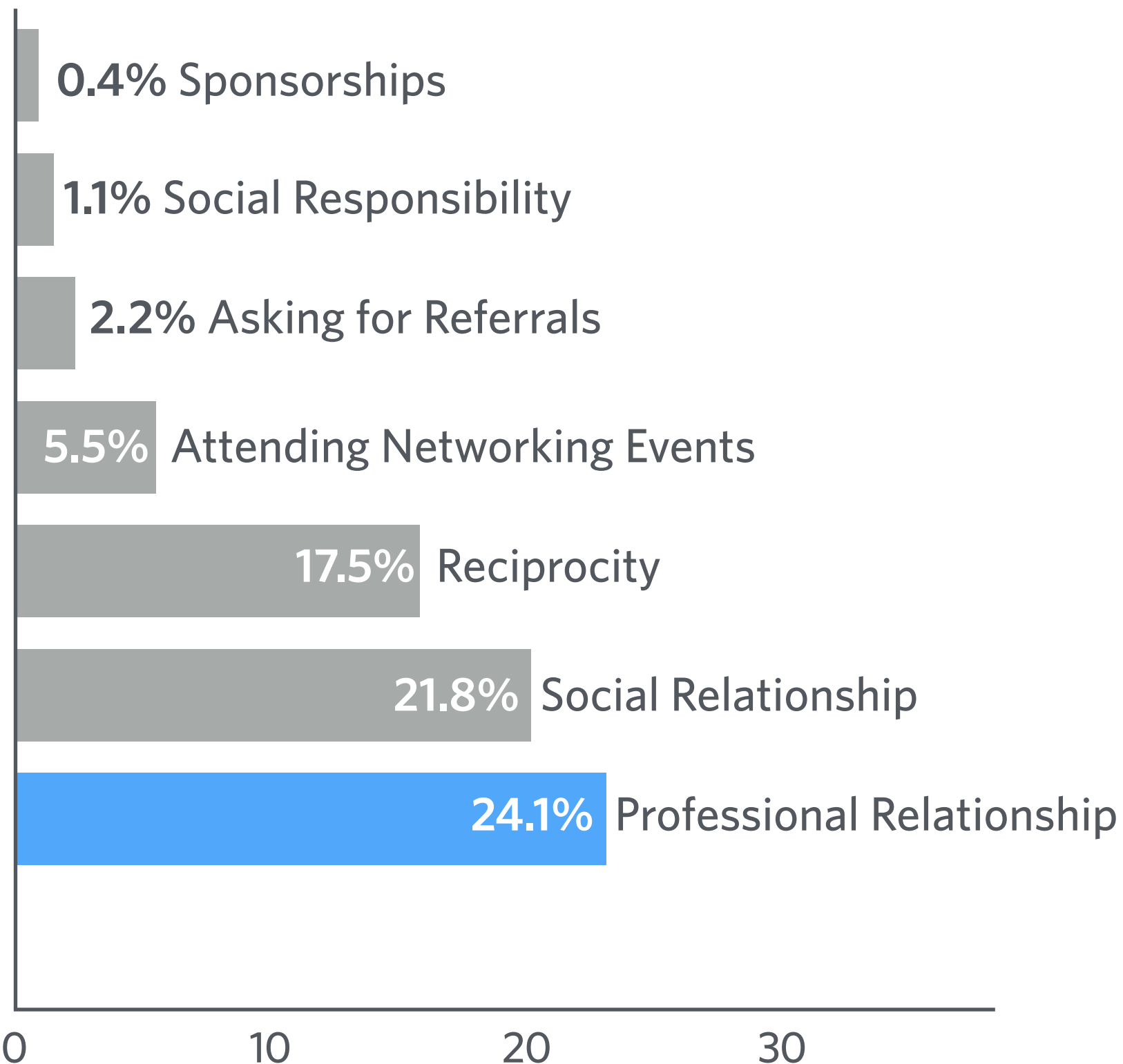
Does reciprocity affect referral generation?



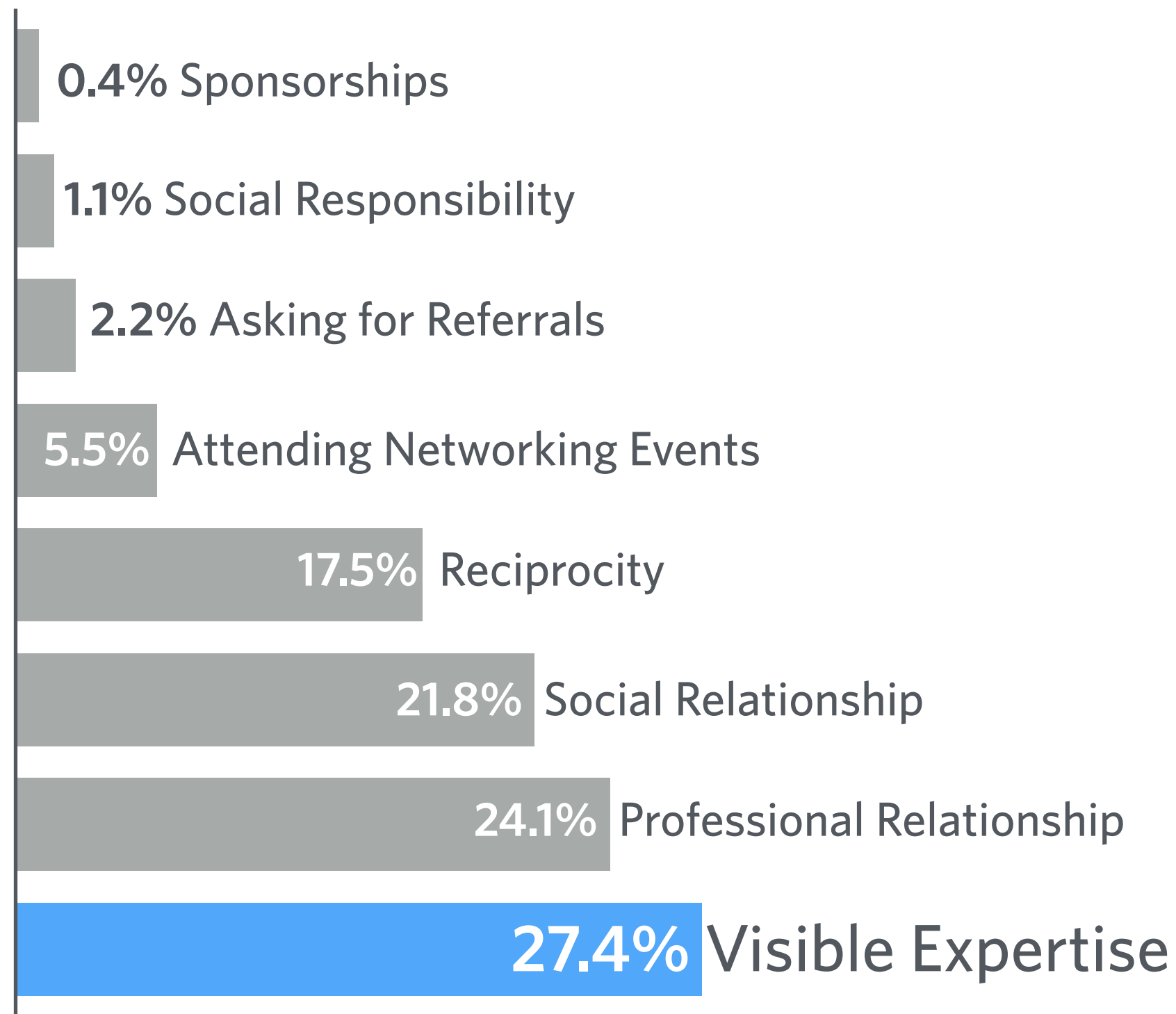
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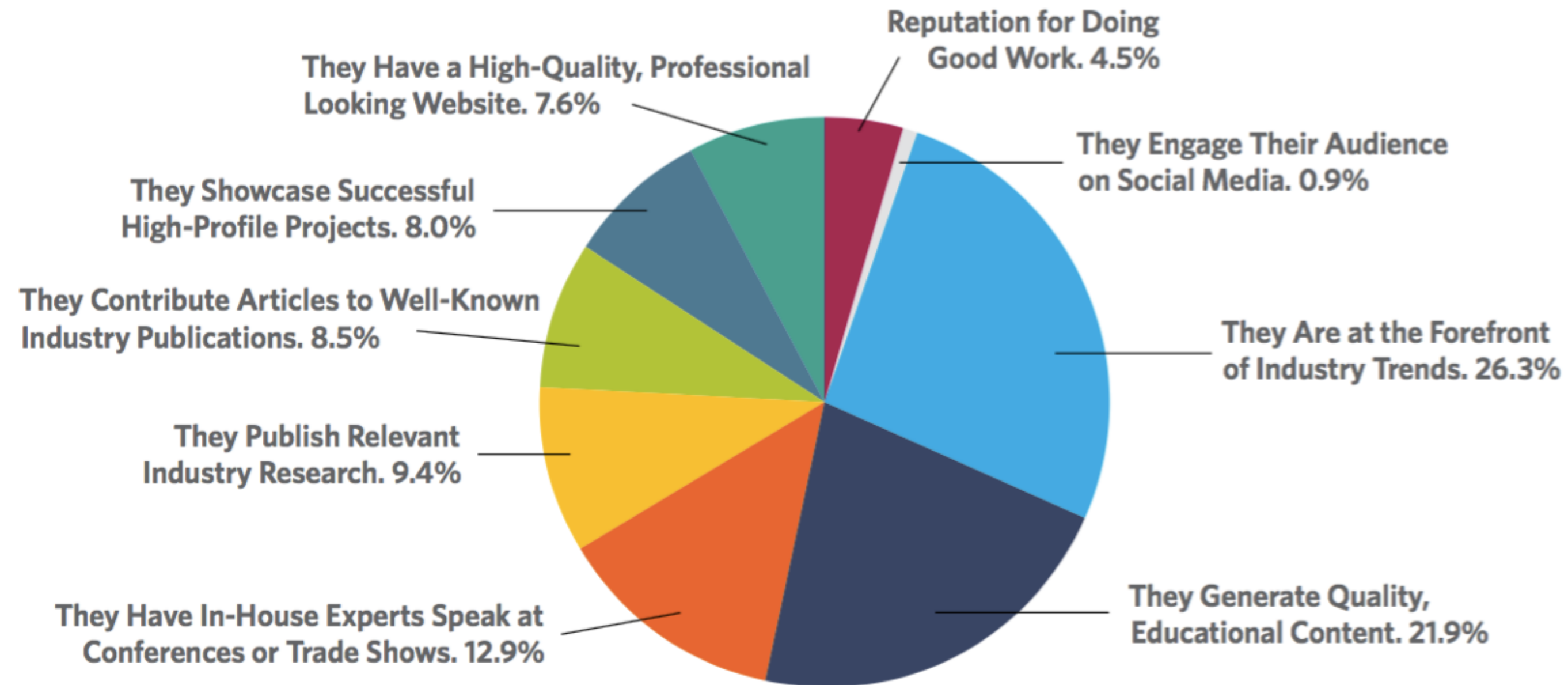
Which factors increase the probability of referrals?



Which factors increase the probability of referrals?



What are the components of visible expertise?



How to Lose Referrals

51.9%

of potential clients have ***ruled out*** a referral
before speaking with them.

43.6%

rule out a firm because
they couldn't understand how
the firm could help them.

29.6%

of professional services buyers have
ruled out a firm because of an
unimpressive website.

23.5%

rule out firms because
of *poor quality content*.

Developing Visible Expertise



Firm

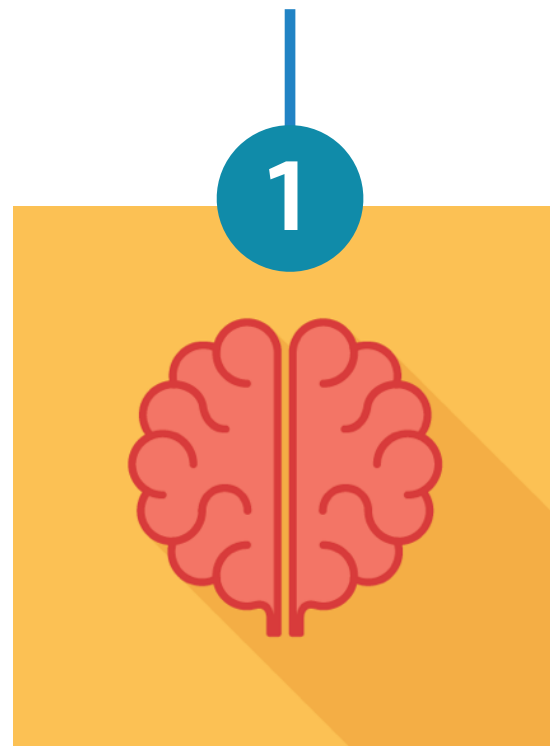


Practices



Experts

Phase 1. The Strategy



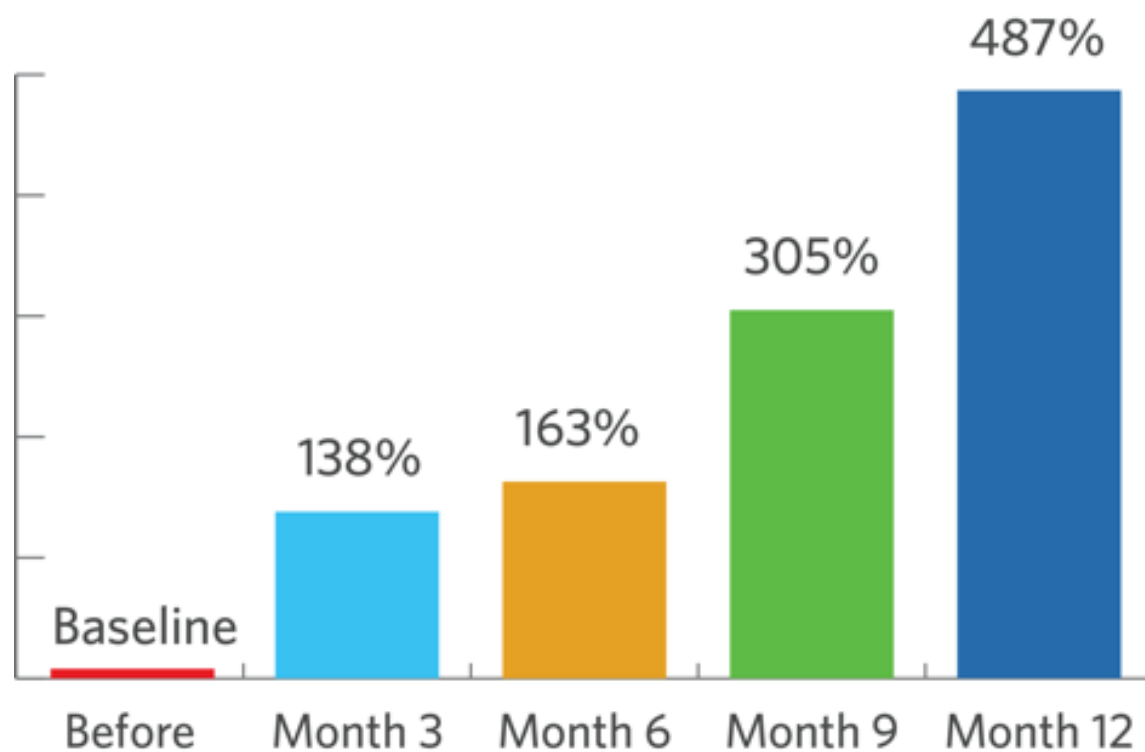
Phase 3. The Rollout



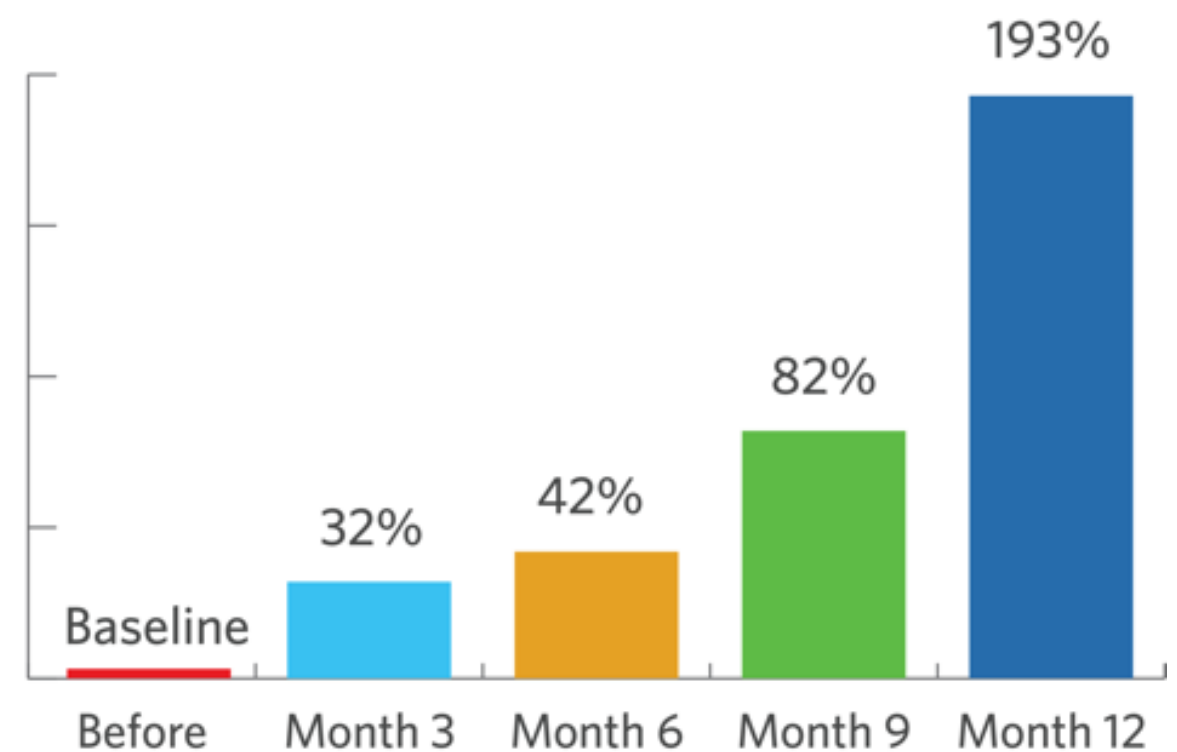
Phase 2. The Build

Results

Average increase in online leads



Average client web traffic growth



Free Review of Your Firm's Referral Strategy

We'll discuss:

- How you're generating referrals now
- Why buyers may have ruled out your firm
- Ways to improve your referral generation strategy

Respond to our follow-up email or call **703-391-8870**

Contact Info

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