

Client referrals

A little word of mouth goes a long way



Nothing carries more weight with potential customers than a positive referral from someone they know and trust. As you look for ways to grow your business, client referrals should always be top of mind.

Referral programs work

There's an opportunity for a referral request in nearly every client interaction – so having a structured, trackable, repeatable program to drive referrals is key to maintaining a growing, sustainable business.

Our research shows that client referrals are the number one source of new business for the nation's fastest growing agencies. On average, agencies with a referral program see three to seven times more referrals and a 70% close ratio.

Build your referral program in four steps



Verify legal requirements

You are responsible for ensuring that your referral program complies with all relevant state and federal legal requirements – including referral programs, drawings, CAN-SPAM and Do-Not-Call requirements. Verify if your referral program is compliant by checking with your state Department of Insurance.



Make a plan

We define a referral as when a prospective customer calls for a quote and lets you know they were referred to you by someone. Once you've established what qualifies as a referral, determine who's eligible to participate, create a process for how to implement the program and designate someone in your agency to manage it.



Communicate and promote regularly

Tie your referral program to a monthly communication strategy, such as a [digital](#) or [print](#) newsletter. A [welcome kit](#), thank-you notes, your [agency website](#) and your [social media](#) channels are also great ways to introduce and promote your referral program.

Your communication style drives the quantity of referrals. Share personalized stories about you and your team outside of work – the more clients know about you personally, the more they can share about you to their friends and family.

Consider rewarding for every referral received. By offering something for each referral, **you are rewarding the behavior you wish to see** – more referrals coming in your door.



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3-5 x more

referrals and a

70%

close ratio.



"Using authentic communication like birthday texts, e-newsletters, and social media has helped us grow significantly with referrals – we've almost doubled our number of online referrals since we started implementing these tactics."

- Hannah Shellnut

Shellnut Insurance and Associates

Charitable giving is a great way to show your clients you're grateful for each referral they send your way. Consider making a donation to your preferred charity for every referral received; whether they become a client or not. Don't forget to communicate this aspect of your program to clients and let your chosen charity know, so they can share it with their supporters!



Track your referral leads

Easily document and track your referrals using our [referral tracking resources](#).



Ask the experts

If you have questions about building and implementing a referral program to help grow your agency, let us know at AgentPrograms@LibertyMutual.com.



Take your marketing to the next level

Wherever you are on your marketing journey, Liberty Mutual can help you learn and adopt tactics that will drive growth and improve retention. Learn more about our [marketing training programs](#) and find out which one's right for you.