

SPRING 2009/WSN 25

TIPS ON DEVELOPING A GOOD REFERRAL RELATIONSHIP:

- Reach out to your referral sources on a regular basis.
- Make sure your referral sources understand what you do.
- Remember referrals need to be a two way street.

"It's no secret that in referral marketing people choose to give business to those they know, like and trust."

-Michelle R. Donovan
The Referability Expert

HOT OFF THE PRESS!



April speaking about the power of referrals on Frank Coletta's **NBC 10 News Sunrise**.

Check out the clip on our website:
www.fortheloveofmarketing.com

It is who you know!

Now more than ever, we need to help one another sustain and grow our businesses. One key way to do that is by nurturing those who refer business to us. We have always known how critical our referral sources are to North Star. However, like so many did when times were good over the past few years, we became less diligent about staying in touch with those who refer business to us on a regular basis.

When we were hit by these economic times in October, we went back to some key basics (read more on back). We had coffee/lunch with key contacts, helped them with their businesses and asked them to keep us in mind. We sent out a mailer to our top 100 referral sources telling them exactly how we could help their clients in this down economy and followed-up via email.

Change didn't happen overnight; November, December and January were tough – but in February we signed FIVE pieces of business in one week (a company record) and went on to have an awesome February and March. Moral of the story for us (and you too) – don't underestimate the power of who you know!

Happy Marketing,



April Williams McCroy
President & Visionary

**STATISTICS SHOW THAT REFERRALS CAN OFFSET ADVERTISING AS MUCH AS 20, 50
EVEN 100 PERCENT ANNUALLY, CONSISTENTLY.**

- DIANA D'ITRI, EXECUTIVE VP OF RAVEBIZ

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We've developed a referral marketing plan and have seen great results! Here's a list of the steps we took to create our plan and keep it moving over the past few months:

- 1. Identified the inner circle.** We took a look at all the people we consider to be great referral sources, and selected the top ten who bring us the most business.
- 2. Identified the outer circle.** We then reviewed the thousands of people and businesses we keep in touch with and identified the top 100 most likely to refer business to us.
- 3. Developed a plan.** We laid out a plan to contact our inner and outer circle on a regular basis. Our plan included:
 - **Quarterly** - Face time with our inner circle to discuss how we can help each other in a down economy.
 - **Annually** - Personalized mailings to our outer circle to explain what we do and how we can help companies survive the recession.
 - **Ongoing** - Continuous email, direct mail, and personal communication with our inner circle, outer circle, and more through our weekly emails and quarterly World's Smallest Newsletter™.

We hope you're inspired to develop your own referral marketing plan and build lasting relationships to keep business strong in 2009 and beyond!

Until next time,
The North Star Team



www.worldsmallestnewsletter.com

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