



The
Referral Marketing
Excellence
Project

10 Key Principles of
Referral Marketing



1

You must have powerful
relationships

- Relationships are the **foundation** of referral marketing
 - Specialists with powerful referral relationship will always be **successful**
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2

You must have **at least 15**
referral marketing strategies
functioning at all times

- The **quantity** of contacts is of equal importance to the quality of strategies
- They **quantity** of strategies is the secret that most specialty practices overlook



3

You must have a
**Professional Relations
Coordinator (PRC)**

- The success or failure of the referral marketing program **depends** on the PRC
 - Without a PRC the marketing program has a **high probability** of inconsistency and failure
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4

You must continually
**analyze the
referral base**

- Data is **critical** to prioritize the referral marketing strategies
- Data alerts you to **new trends** of growth or decline in referrals



The PRC
**saves the
doctor time**

- The PRC administrates **95%** of the referral marketing program
 - The PRC ensures high level of consistency in referral marketing – which is essential to **generate referral growth**
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You must have strategies that
**reinforce the relationship, your
clinical quality and the practice's
exceptional customer service**

- There is no one, single, brilliant referral marketing strategy
- It is the **combination** of strategies (of all sizes) that make a referral marketing program successful



You must deliver
**exceptional
customer service**

- Customer service is a system and must be **consistently reproduced** in every referring practice contact
 - One misstep **can kill** a great referral relationship
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You must include the
**staff of the
referring practice**

- The team members at the referring practice have **huge influence** on which specialists their patients choose
- The referring practice staff can help **ensure** that patients make appointments in specialty practices



9

You must have an
**annual marketing
calendar**

- The highest odds of success are when you **pre-plan** the strategies for the next 12 months
 - The annual marketing calendar creates **accountability** for the PRC and team
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10

You must **prioritize your
referring doctors**

- Treat the **top** referral sources best
- Have the most contact with the **top** referral sources