



The  
Referral Marketing  
Excellence  
Project

5 Steps to  
Excellent Referral Marketing



## Annual **Referral Marketing Strategy Calendar**

Any practice that does not have an annual referral marketing strategy calendar will inevitably become inconsistent in rolling out strategies.

Practices need to plan a minimum of 15 strategies functioning together constantly throughout the year to achieve the quantity necessary to increase referrals and referral sources.

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## **Touch Points**

In addition to strategies, it is essential to understand how many touch points can be achieved by each strategy. The more touch points any specialist or specialty practice has with referring doctors the more referrals and referral sources that will be acquired.

Touch points are a derivative of having excellent strategies and an essential element in referral marketing.



## Step 3

# Enhanced Relationships

Relationships are the absolute foundation of Referral Marketing. This has not changed in 40 years and will not change any time soon.

Specialists that have great relationships with referring doctors will build the best specialty practices, have the highest incomes and protect their futures.

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## Step 4

# Reinforcement Strategies

Many specialty practices become inconsistent in Referral Marketing. This results in a gradual loss of referral sources and then a wake-up call at some point when referrals are either flat or declining.

Rather than go through this up and down practices should use reinforcement strategies that can maintain strong relationships, add new referral sources and solidify the specialty practices ongoing success.



## Increased Referrals

The endpoint of all referral marketing is to increase referrals and referral sources.

Increasing referrals is based on acquiring and maintaining powerful relationships, 5-star customer service, and an ongoing positive consistent campaign of referral marketing contacts.

Inconsistency kills referral marketing programs.

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