

## WHAT YOU'LL LEARN PLANNING COMES FIRST

KEY  
POINT

HERE'S A TIP. THE LAST TWO PAGES ARE IDEAL TRAINING MATERIALS FOR YOUR STAFF

### 1 Promoting Your Program is Key

Customers can learn about the refer-a-friend program by looking at print-ready flyers, getting an email, or hearing it suggested by a staff member.

### 2 Why Customer Referrals Work

See how much impact current customers have and their influence on attracting new customers.

### 3 Staff's Role in the Customer Experience

Understand the four ways you'll help customers be rewarded for attracting friends as new customers.

## HAVE I GOT NEWS FOR YOU!

### WAYS TO PROMOTE YOUR REFER-A-FRIEND PROGRAM TO CUSTOMERS

LOCATED ON THE BOOMUHRANG SITE

#### 1 Email Program Announcements

Boomuhrang has a program announcement flyer (PDF) that can be sent as an attachment to your business' email list.

#### 2 Print-Ready In-Store Signage

See five sizes of print-ready material that can be placed where customers can see them and where your staff can draw attention.

#### 3 Staff's Role in the Customer Experience

Your staff is how customers experience your business. Customers expect staff members to give advice! Certainly customers want to help their favorite business grow!

Marketing Materials link is located in the footer section of the Boomuhrang site.

The image shows a screenshot of the Boomuhrang website. At the top, the Boomuhrang logo is visible. Below it, there's a navigation bar with links for Home, Factsoids, and How it Works. The main content area features a large heading "MARKETING MATERIALS" and a sub-heading "HAVE WE GOT NEWS FOR YOU! Here's another way to thank you for your loyalty." Below this, there's a paragraph: "Servicing your needs is our highest priority. Thank you for the trust you place in us. We understand a considerable amount of new business comes from customer referrals. We are launching a refer-a-friend program designed to reward our customers for inviting friends to try this business." Further down, it says: "The company we're using to run our refer-a-friend program is called Boomuhrang. They have a smartphone app that makes it simple to invite friends, receive a 'welcome' gift, and track referrals. See below the steps to use." There are also links for "Download the materials link" and "Select the individual design you want to use".

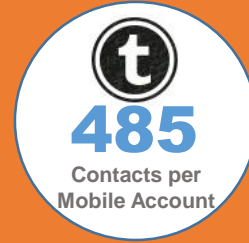
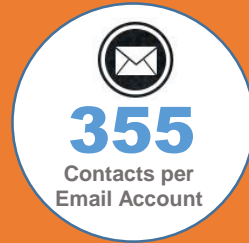
Below the website screenshot, there are two examples of print-ready signage. The first is a 3-1/2" by 5" flyer titled "Be Rewarded When you Refer-A-Friend". It says: "Share our new customer offer with your friends. Friends that become new customers receive a 'welcome' gift. You receive a 'thank you' gift. Everybody is rewarded!" Below this, there are two input fields: "Your 'thank you' gift for referring a friend as a customer is:" and "Your friend's new customer 'welcome' gift is:". The second example is a 3-1/2" by 5" flyer titled "Be Rewarded When you Refer-A-Friend". It says: "Share our new customer offer with your friends. Friends that become new customers receive a 'welcome' gift. You receive a 'thank you' gift. Everybody is rewarded!" Below this, there are two input fields: "Your 'thank you' gift for referring a friend as a customer is:" and "Your friend's new customer 'welcome' gift is:". Below the flyers, there are "Print Instructions" and a list of steps: 1. Log onto <http://www.officedepot.com>. Select Copies and Flyers. 2. Set print settings per Print Info instructions (on side). 3. Upload Art. 4. Select Add to Cart. 5. Select In-Store Pickup. Select Store Location. 6. Select Proceed to Checkout. 7. Login or Set-up Account. Same for OfficeMax or CopyMax. Below the instructions, it says: "Works at OfficeMax or CopyMax. Flyer fits on 3-1/2 x 5" Slanted Sign Holder. P/N: OMS9393. ©2015 Boomuhrang. All Rights Reserved. For use by Boomuhrang Business Customers Only." There is also a small image of the "slanted signholder" product.

SEE HOW BOOMUHRANG TURNS CUSTOMERS INTO YOUR BUSINESS' BEST SALES PEOPLE!

Questions? [support@boomuhrang.com](mailto:support@boomuhrang.com) or call 844-220-2180

# STAFF TRAINING – WHY REFERRALS WORK TO CREATE MORE CUSTOMERS

## IMPACT OF ONE CUSTOMER'S REACH USING SOCIAL MEDIA



KEY  
POINT

### WHY FRIEND REFERRALS WORK

**68%** REPORT WE TRUST  
INFORMATION GIVEN  
BY FRIENDS  
**ONLY 16% ACCEPT A BRAND'S CLAIMS**

**88%** OF FRIEND REFERRALS  
MORE LIKELY TO BUY

KEY  
POINT

### THE IMPACT OF ONE CUSTOMER

Even using the average from these six social media sharing options see that each customer you greet can reach 288 people (potential customers) with a referral

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# STAFF TRAINING – HOW YOU HELP CUSTOMERS BE REWARDED FOR REFERRING

## HOW YOU CAN HELP CUSTOMERS USE BOOMUHRANG

KEY POINT

HERE'S A TIP. DOWNLOAD BOOMUHRANG SO YOU CAN EXPERIENCE THE SAME THRILLS AS YOUR CUSTOMERS

### #1 Find

Customers find the Boomuhrang app at iTunes or Google Play stores or simply text **referme** to **844-904-6844**.



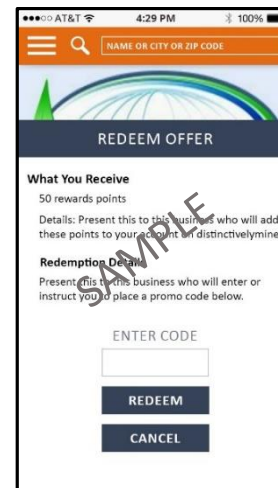
### #2 Share

Customers will find this business listed at EARN REWARDS on app. They share the offer with friends.



### #3 Redeem

People will present their smartphone to **you** to collect rewards or points. You will enter a 4-digit code to redeem the gift/points.



### #4 Reward

Your owner/manager will tell you if this business' gift is rewarded there. If so he will explain how to deliver it to customer.



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