



EMAKINA

AN EPAM COMPANY



Tool bundle #6

5 tools to help turn your
best customers into
brand ambassadors

Roadmap to success

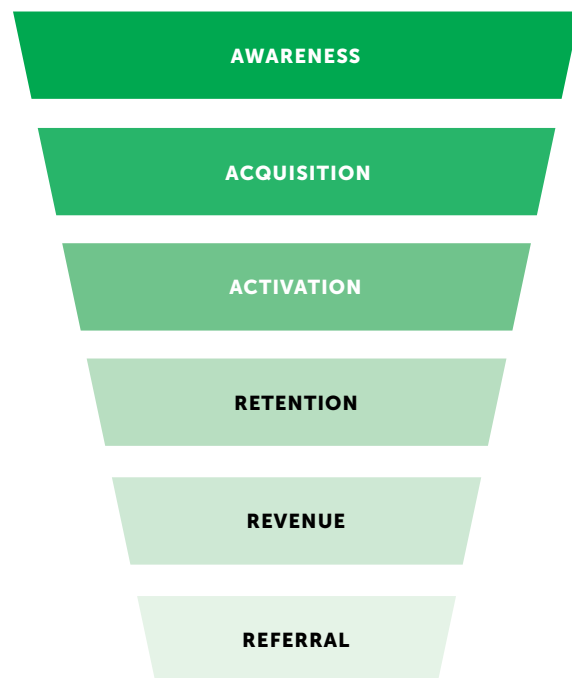
Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey ([awareness](#)) and data gathering and testing ([acquisition](#)) to spurring a user into action ([activation](#)). It teaches [retention](#) strategies, choosing the right [revenue](#) model and, finally, how to drive [referrals](#).

We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

- A** Awareness
- A** Acquisition
- A** Activation
- R** Retention
- R** Revenue
- R** Referral



5 tools to help turn your best customers into brand ambassadors

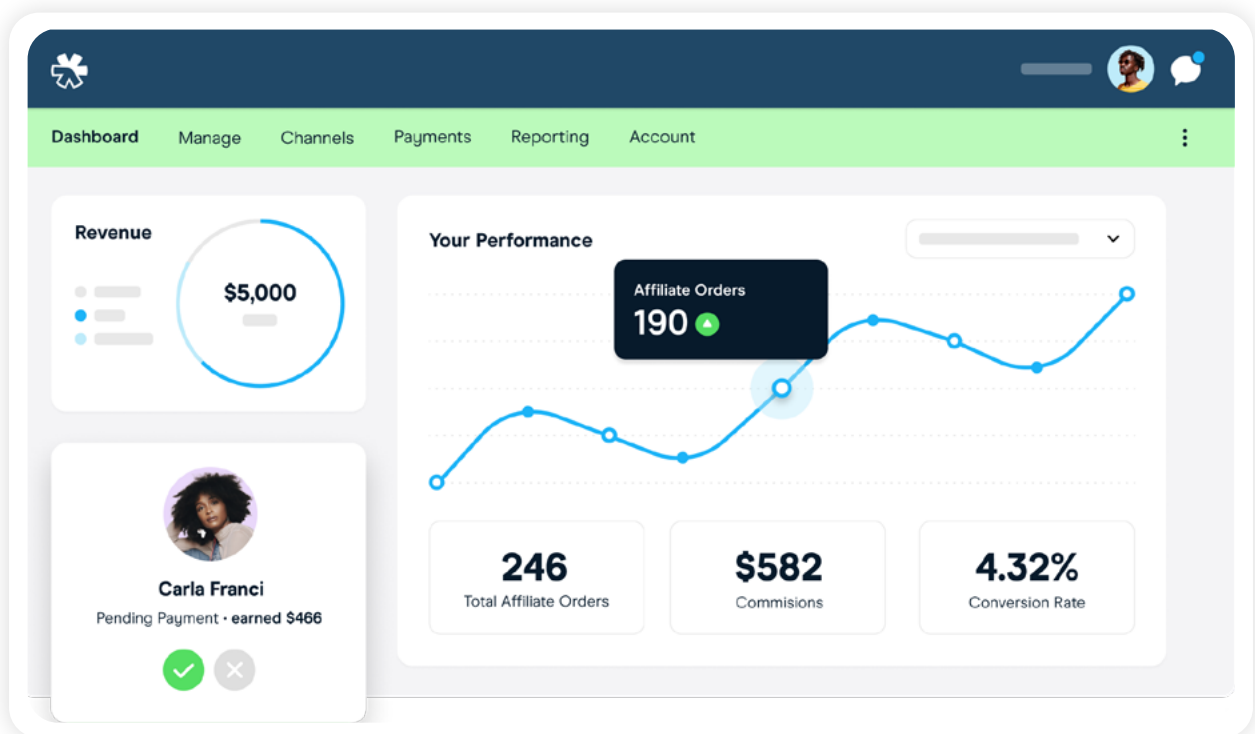
Referral marketing is one of the most effective ways to attract new customers and grow your business. However, implementing a successful referral program can be challenging without the right tools.

We've gathered five of the best tools for referral marketing, each with useful features to help you streamline and optimise your referral programme.

01

Refersion

Refersion is an all-in-one referral marketing tool that allows you to track, manage and optimise your referral programme. It provides a comprehensive dashboard to monitor the performance of your programme and manage payouts to your affiliates.



Key features:

- Customisable referral programme set-up;
- Real-time tracking and analytics;
- Affiliate management tools;
- Automated payout system.

02

Crewfire

Crewfire is a social media platform designed for referral marketing. It enables you to create and share content with your ambassadors, who can then promote it across their social media channels.

	Sort by	Month
	Points	October 2020
1	Kyle	240
2	Kyle Hudson	110
3	Frederic Tulsidin	45
4	Alan VanToai	5
5	Taylor Green	5
6	Taylor G	0

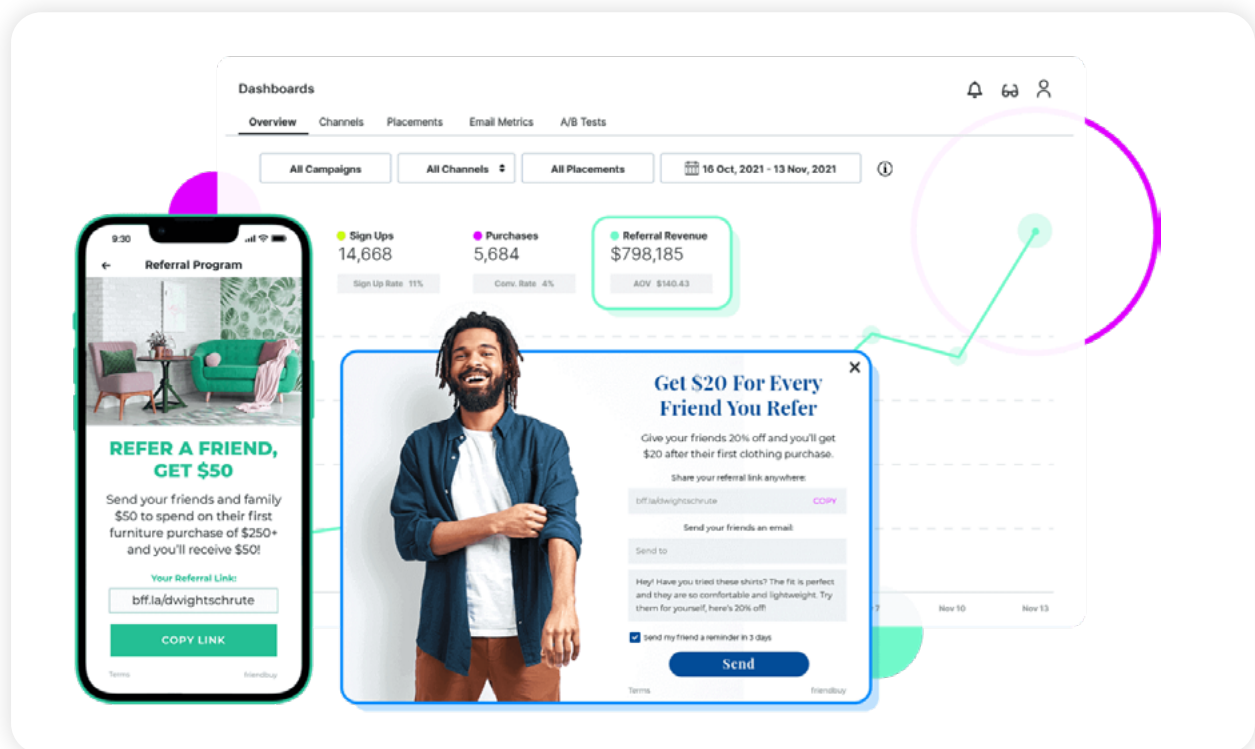
A Zap has two key parts:

- Customisable content creation and sharing;
- Analytics and reporting;
- Ambassador management tools;
- In-app messaging and communication.

03

Friendbuy

Friendbuy is a referral marketing tool that enables you to create and manage referral campaigns, track conversions and analyse the performance of your programme.



Key features:

- Customisable referral programme set-up;
- A/B testing of referral campaigns;
- Automated referral reminders and notifications;
- Real-time tracking and analytics.

04

Mention Me

Mention Me is a referral marketing platform that provides a range of tools for customer acquisition, retention and referral. It enables you to create and manage referral campaigns, track referrals and analyse the performance of your programme.

The image is a promotional graphic for 'mention me'. On the left, a pink vertical bar contains the logo 'mention me' at the top, followed by the text 'The Referral Marketing Experts' in a large, white, serif font. Below this, in a smaller white font, it says 'Get more new customers with word of mouth and referral marketing'. On the right, a large, close-up photo of a smiling man's face (Jake Howard) is the background. Overlaid on this photo are several smaller circular profile pictures of other people, each with a pink name tag: Alexandra Robb, Andrew Taylor, Jim Sherman, Martin Williams, and Jake Howard. In the bottom right corner, there is a screenshot of a referral campaign interface. It features a teal background with a smartwatch showing '135'. The text reads: 'Get £10 credit. Give £10 to your friend.' Below this, it says 'Tell them in person' with icons for a speech bubble, email, Facebook, and Twitter. A text input field contains 'JAKE HOWARD' and a button below it says 'SHARE USING MY NAME'. The text 'Friends can just enter your name at checkout to get £10.' is also visible.

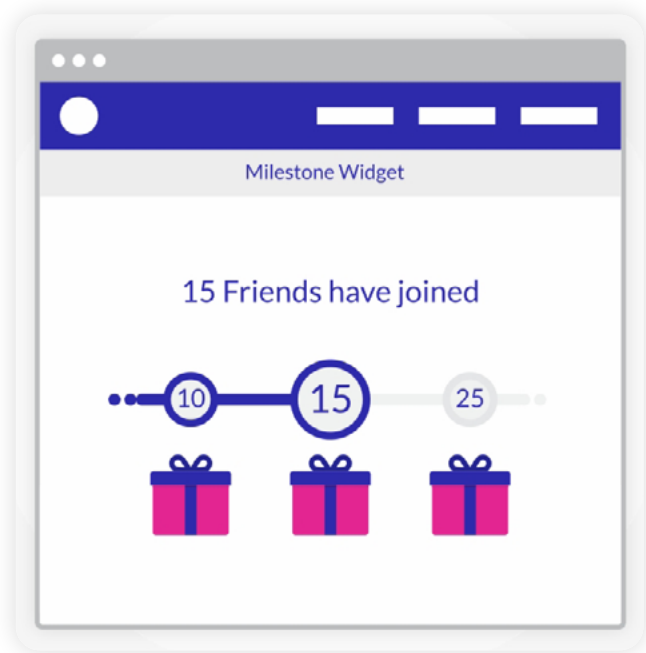
Key features:

- Customisable referral program set-up;
- A/B testing of referral campaigns;
- Automated referral reminders and notifications;
- Real-time tracking and analytics.

05

Viral Loops

Viral Loops is a referral marketing tool that enables you to create and run referral campaigns on your website, social media channels, and email. It provides a range of templates and tools that allow you to quickly create and launch referral programmes.



Key features:

- Customisable referral programme set-up;
- A/B testing of referral campaigns;
- Automated referral reminders and notifications;
- Real-time tracking and analytics.

Need help in monitoring or growing your brand presence?

At Emakina, we understand how important it is for your brand to minimise churn. Want to learn how to build an effective retention model? Our growth marketing experts will be happy to help, so get in touch with us today.

[Contact us](#)

About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at www.emakina.com



EMAKINA

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The ultimate digital brand experience for your users

Team up with our growth marketing experts to start designing the brand experience your users dream of. Start your journey with us.

www.emakina.com



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