

An illustration on the left side of the image shows a person with brown hair and a dark purple long-sleeved shirt. They are holding a large blue and white megaphone in their right hand. To their left is a large white smartphone. An orange envelope with a white document icon is attached to the top of the phone. In the foreground, there are stacks of gold coins and blue banknotes with dollar signs. A white thumbs-up icon is floating above the person's head. The background is a light blue gradient with some white starburst shapes.

ELEVATE

Refer + Earn
PROGRAM



Elevate your Refer + Earn Program

In our experience, incentive programs work and, when done right, they are a great opportunity to fill your pipeline with qualified candidates while also building your brand. To make the most of a Refer & Earn Program, these tips will help you boost your program and engage and activate your staff so your recruiting efforts go viral.



Tips for Elevating Your Refer + Earn Program

Improve your incentives



- Make your incentives match the need
- the greater the need, the greater the incentive.
- Break up the incentive payout - 25% upon hire, 25% after 3 months, 25% after 6 months, 25% after one year. Do the same if you're paying a hiring bonus to the candidate
- Offer incentives for applicants, not just new hires. For every legitimate referral, give the referring employee a gift card, a branded item, or an entry into a drawing for a larger prize.



Tips for Elevating Your Refer + Earn Program

*Keep the incentive
program top of mind*



- Use your internal communication platforms such as plasma screens, intranet, eblasts, and staff meetings to share news of all new hires and to remind employees about the incentives program.
- Rotate a series of pop-up banners or posters about the incentive program in break rooms and other high traffic areas throughout each office.
- Have HR send weekly emails to team leaders with a list of open positions and associated incentives and ask them to discuss potential candidates or referral sources in weekly team meetings.



Tips for Elevating Your Refer + Earn Program

Expand your recruiting efforts exponentially by training and empowering employees



- Where to find candidate referrals within their own network, i.e., friends, alumni, industry events, and consultant teaming partners. Clients are also a great resource – ask them who they’ve like working with at other firms.
- How to talk about company culture to better “sell” the firm.
- How to share recruiting posts on their social media platforms.
- The importance of culture-based interviewing – where shared values and “fit” are as important as experience.



Tips for Elevating Your Refer + Earn Program

*Celebrate when you
hire someone who was
referred to you*



- If you're offering a cash incentive, print a giant check and capture a photo of the Team Leader handing it to the referring employee. and promote it throughout the firm.
- Take a photo of the referring and referred employees and send it to the entire company.
- Send a thank you note to clients and teaming partners who refer candidates. If you actually hire a person they referred, send a gift card or bottle of wine (or their favorite beverage).



Finding high quality employees is just as important as finding high quality clients. So put your marketing and business developer hats on and help HR market their internal Refer and Earn incentives program.



Let's Talk!

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