

# Referral Program Comparison

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	Customer Referral Program	Partner Program	Influencer Program	Affiliate Program
<b>Referral Schema</b>	Customer > Customer	Partner > Customer	Influencer > Customer	Affiliate > Customer
<b>Brief Description</b>	Existing customers recommend your product to friends and family in exchange for a reward.	Other businesses market your product to their clients/network, using their existing channels.	Influential people like social media personalities, bloggers etc. promote the use of your product to their followers.	Website owners (of blogs, review sites etc.) recommend your product to their readers.
<b>Primary Market</b>	B2C	B2B	B2C	B2C/B2B
<b>Works well for (but not limited to)</b>	Consumer mobile apps, subscription services, on-demand apps, e-commerce	B2B software/apps, B2B e-commerce	Consumer mobile apps, subscription services, on-demand apps, e-commerce	Mobile apps, subscription services, on-demand apps, e-commerce
<b>Common Reward Earning Structure</b>	Referring customer and referred user are both rewarded upon successful conversion of the new user.	Partner receives commission for every new sale that they help generate.	Influencer receives commission for every new sale/action that they help influence, and referred users get a welcome discount.	Affiliate receives commission for every new sale that they help generate.
<b>Common Rewards</b>	Gift cards, in-product rewards, gifts, swag, points.	Commission, cash payout, gift cards.	Commission, fixed cash fee per post, gift cards.	Commission
<b>Main Business Goal(s)</b>	<ul style="list-style-type: none"> <li>- Acquire new customers</li> <li>- Retain existing users</li> </ul>	<ul style="list-style-type: none"> <li>- Drive new sales through partner's relationships</li> </ul>	<ul style="list-style-type: none"> <li>- Raise brand awareness</li> <li>- Acquire new customers</li> </ul>	<ul style="list-style-type: none"> <li>- Increase revenue</li> <li>- Acquire new customers</li> </ul>

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<b>Best-suited products &amp; services</b>	Products/services whose value can be easily communicated by customers, and whose purchase has a single decision maker.	Products/services that require significant on-boarding, buy-in from various stakeholders, or a steep learning curve.	Products/services whose value can be communicated with first-hand usage (ie. unboxings and demonstrations).	Products/services with an easy-to-communicate value proposition and with high enough margin to offer commission.
<b>Advocate Example</b>	Your customers	Other businesses (may or may not be your customers)	Social media personalities, YouTubers, podcast hosts, bloggers (may or may not be your customers)	Bloggers, owners of review sites, YouTubers (may or may not be your customers)
<b>Level of engagement between business and advocate</b>	Moderate/High	High	Moderate	Low
<b>Benefits to your business</b>	Easy and cheap acquisition method. Keeps existing customers engaged with a way for them to earn incentives.	Attracts high-value clients and builds mutually-beneficial partner relationships. Reaches new audiences.	Reaches new audiences. Builds positive brand association.	Low commitment with no need to monitor individual relationships. Easy to achieve positive ROI because of performance-based payout. Clear CAC.
<b>Risks</b>	Risk of referral fraud (ie. account cycling, self referrals).	Relationships may deteriorate without consistent effort put in by both parties.	Can be expensive with no guaranteed results if paying a flat fee per post.	Affiliates might not follow all rules of the agreement. Brand representation may be hard to control.
<b>Success Stories</b>	<a href="#">Dropbox</a>	<a href="#">HubSpot</a>	<a href="#">Fab Fit Fun</a>	<a href="#">Amazon</a>
<b>Learn More</b>	<a href="#">Guide to customer referrals</a>	<a href="#">What makes a partner program?</a>	<a href="#">What makes an influencer program?</a>	<a href="#">An introduction to affiliate programs</a>