

# How Well Is Your Internet Referral Engine™ Running?

*Are there parts missing? Is it even started?*



The internet presents every business with the opportunity to reach new customers and communicate directly with current customers. It could be considered a "Referral Engine". Your website is referred visitors when the search engines consider it an authority on your product or service. Keyword focused content and links back to your website add to the authority status. Once you have a customer, you can receive referrals from them by a variety of tools such as Facebook, email or mobile marketing.

Parts 1, 2 & 3 can be used for new customer acquisition. Parts 4, 5, 6 & 7 are means to generate referrals from your current customers. If some parts are neglected then that might result in a referral going to your competition.

Find out how to tune up or start your Internet Referral Engine™ by scheduling an appointment today.



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