




Ecommerce **Influence**

Convert More Visitors To Paying Customers

THE EVERGREEN



YOUR ORDER IS COMPLETE!

Get \$25 for each friend you refer

Share a \$25 OFF deal with friends to get started.

From: buyer@example.com [Import email contacts](#)

Enter your friends' email addresses (should be comma separated)

I can get you \$25 off Bonobos

I just bought some clothes from Bonobos. Spring clothes are in and they're awesome. Pants, shirts, sweaters...you name it. I can get you \$25 off your first purchase when you spend \$75 with this link:

Offer link will be inserted automatically.

☒ Send my friends a reminder e-mail in 3 days [Send email](#)

or share however you'd like

[f](#) [Share](#)

[Replaced with offer claim url] [Copy](#)

Get \$25 for each new customer you refer who makes a purchase by 2/1/25

[View Terms & Conditions](#)

This share page encourages email sharing, which is the highest value channel for Bonobos.

THE ACTIVATOR

REFER FRIENDS FOR STORE CREDIT

Get \$50 for each friend you refer

Share a \$50 OFF deal with friends to get started.

From: buyer@example.com [Import email contacts](#)

Enter your friends' email addresses (should be comma separated)

Holiday deal: Get \$50 off Bonobos

I just bought some clothes from Bonobos. Their winter clothes are in and they're awesome. Pants, shirts, sweaters...you name it. I can get you \$50 off your first purchase when you spend \$125 with this link:

[Offer link will be inserted automatically.](#)

☒ Send my friends a reminder e-mail in 3 days [Send email](#)

or share however you'd like


[f Share](#) [t Tweet](#)

[\[Replaced with offer claim url\]](#) [Copy](#)

Get \$25 for each new customer you refer who makes a purchase by 8/3/2013
[Terms & Conditions](#)

Campaigns where the reward is doubled will dramatically increase the number of referrals. These campaigns should typically last between 7 and 14 days.

THE FREE PRODUCT



Refer A Friend & Get A Free Shirt

Share a \$25 OFF deal with friends to get started.

From: buyer@example.com [Import email contacts](#)

Enter your friends' email addresses (should be comma separated)

I can get you \$25 off Bonobos

I just bought some clothes from Bonobos. Their spring collection is in and the clothes are awesome. Pants, shirts, shorts...you name it. I can get \$25 off your first purchase with this link:

Offer link will be inserted automatically.

☒ Send my friends a reminder e-mail in 3 days [Send email](#)

or share however you'd like

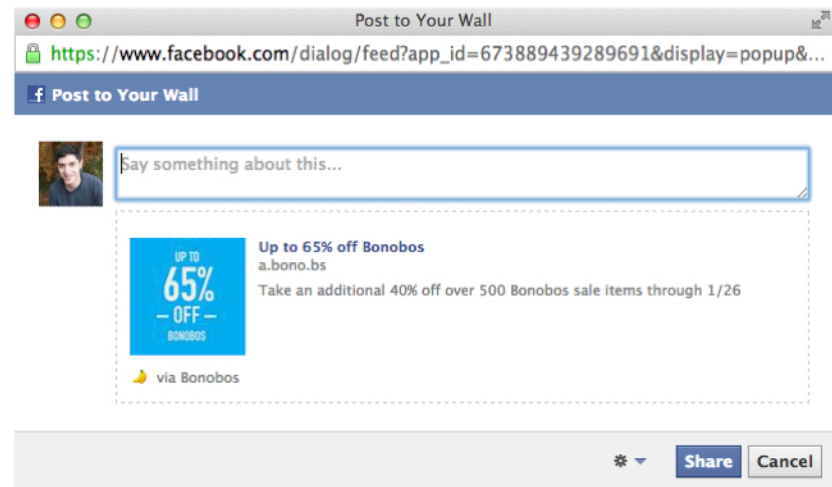
[f](#) Share [t](#) Tweet

[Replaced with offer claim url] [Copy](#)

Get \$78 store credit for the first new customer you refer that makes a purchase by 3/10/2013.
[Terms & Conditions](#)


Rewards given as products instead of store credit tend to convert lower. However, free product campaigns can activate customers as buyers of products they've never purchased before.

THE INSTANT REWARD



Bonobos customers could only access the end of year sale first sharing the sale with friends. The sale went viral and drove a large % of sales for Bonobos.

THE LEADERBOARD



Get your friends in Bonobos, and get \$50 on us.

1) Share Bonobos with friends to give them \$50 off their first purchase of \$125+.
2) You'll get \$50 for each friend you refer.
3) The top referrer gets a chance to win a Foundation Suit.
[See Official Rules](#)

EMAIL: [Import Contacts](#)

Enter email address (separated by commas)

I can get you \$50 off Bonobos.

I just bought some clothes from Bonobos. Their spring clothes are in and they're awesome. Pants, shirts, suits...you name it. I can get you \$50 off and free shipping on your first purchase when you spend \$125 with this link:

☒ Send my friends a reminder e-mail in 3 days

SEND INVITE Offer link will be inserted automatically.

FACEBOOK:

SHARE

COPYING & PASTING

[Replaced with offer claim url]

COPY URL

LEADERBOARD:


RANKING	REFERRALS
You	0
1st	8
2nd	8
3rd	7

Number of referrals needed to win a Foundation Suit:

8


A contest that typically last 1 to 2 weeks. Whomever refers the most during that period will receive a large reward. This campaign led to a 240 % increase in referrals during this period.

THE HOLIDAY SPECIAL

The graphic features a dark green background with various men's clothing items like shirts, sweaters, and jackets scattered around. At the top, it says 'BONOBOS x COOL HUNTING' in white. Below that, 'Man-tastic Gift Guide' is written in a large, bold, white serif font. A red banner at the bottom contains the text 'Share our guide and get \$50 for each friend you refer.*' in white. Below the banner is a blue button with a white Facebook 'f' logo and the text 'SHARE WITH FRIENDS'. At the very bottom, in small white text, it says '*Offer valid through 12/31/2013 at 11:59PM ET. Cannot be combined with other offers. Terms & Conditions'.

Sharing novel content with an offer included increases the share rate and the click rate. This offer is specifically triggering purchases from people who would Bonobos as a gift during the holidays.

ANOTHER HOLIDAY CAMPAIGN

A man wearing a red hoodie, tan pants, and a fur hat is wrapped in a string of colorful Christmas lights. He is standing against an orange background.

DOUBLE THE REWARD FOR HOLIDAY!

Get \$50 for each friend you refer

Share a \$50 OFF deal with friends to get started.

From: niquecoryell@gmail.com Email works best!

Enter your friends' email addresses (should be comma separated)

I can get you \$50 off Bonobos

I just bought some clothes from Bonobos. Their pants are awesome. You can get \$50 off your first purchase with this link: <http://bono.bs/x/TH8E1b>

☒ Send my friends a reminder email in 3 days

or share however you'd like

Share Tweet

<http://bono.bs/x/TH8E1b>

The offer is not unique in this campaign, but the creative is unique. Branding around the holidays make a referral program appear fresh. This should be done for all major promotional events such as father's day, cyber Monday, Valentine's day, back to school etc.



Ecommerce Influence

Free Referral Marketing Training:

EcommerceInfluence.com/free-training/

My email: Austin@ecommerceinfluence.com

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