



Referral Strategy: Coupons

This strategy involves giving coupons to parents of students enrolled in a FasTrackKids program in order for them to pass along to friends, families and businesses in order for your business to increase enrollments through referrals.

Steps:

- 1) Establish value of coupon both for the currently enrolled parent and the referred parent (coupon could be worth 10% off tuition for a limited time or enrollment fee waived, etc.)
- 2) Print coupons. Coupons should be no bigger than ¼ of a page. Print a large quantity in order not to limit distribution
- 3) Establish parameters for distribution (examples – front counter display, attached to Exploring and Take Home sheets, given at the end of Progress Report Meetings)
- 4) Hold a launch event to explain to parents this new program

Timeline:

On Going

Value of Coupon Suggestions

Suggestions for currently enrolled parent

After a referring parent has 5 coupons returned from referrals they receive a prize (a gift certificate for a spa day or dinner for two).

When 3 new families enroll based on the parent referral coupon the parent will get a month's free tuition.

Every 6 months, all referral coupons that have been returned are placed in a drawing for a grand prize (suggested prize – concert tickets or hotel reservations for a weekend away)

Suggestions for referrals

When a referred parent brings in their coupon, honor it at face value.

Emphasize the prizes that the person who referred them is in line to receive-this will motivate the new parent to become a part of the coupon program.



Suggested Distribution

- Ensure coupons are available at the front desk.
 - Ensure coupons are sent home with families at least once a month
 - Include coupons with Exploring Sheets and Take Home materials
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Hold a Launch Event

Make sure all parents in your center understand this new program and the benefits they can receive by participating. Have a “Coupon and Coffee” week where every parent who drops off their child can have a cup of coffee while you explain how to use the coupons.

Social Media

If you have a FasTrackKids business page on Facebook, you can create a digital offer for a referral.

Follow these steps:

1. Log into Facebook
2. Open your FasTrackKids business page
3. Click on “Edit Page”
4. Select “Use Facebook as (FasTrackKids business page name)”
5. On your Facebook wall, select the “Offer, Event +” option
6. Select “Offer”
7. Customize your offer image and content. Create a referral title, description, upload an image (similar to your printed coupon for consistency), expiration date and other details.
8. Facebook states the following about the cost for an offer: You can create an offer from the ads create tool for free. If you want to promote your offer, the amount you pay is based on how many people you want to reach. You can promote your offer in the ads create tool or in Power Editor.

When you create an offer from your Page, you choose the amount you want to pay while creating your offer. Depending on the size of your target audience, you'll see budget options based on the estimated number of people that your offer will reach. For more budget options, increase your audience. You can also choose a custom budget.

9. You can track your offer's reach by looking at your insights statistics by clicking “See Insights”. You will find your post under “Overview” or “Posts” tabs.
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Additional Tips

Make sure the parents are acknowledged for their efforts even if they do not receive prizes. Thank parents continually for sending referrals to you.

Example Script:

“Hi Janet, I had a great conversation with Susan this week about enrolling Billy. Thank you so much for referring FasTrackKids to Susan. I think Billy is going to enjoy the FasTrackKids experience as much as your child did.”

Occasionally offer new prizes. Parents will keep referring friends if they have new incentives to work for.

Coupon Example



Come in for a Free Discovery Class today

Present this coupon and receive 10% off tuition for a year!

Parent's name _____

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