

Referral Program Checklist

Use this checklist to make sure your referral program has all the essentials to set you and your team up for success.



Strategic Alignment

- Referral program is tied to measurable goals.
- Referral program is designed to deliver an ROI for your firm.
- Referral program is aligned with what your candidates want.
- Referral program messaging is aligned with your brand voice and mission.
- Your recruiters see the value of referrals and are dedicated to growing their referral placements.

Transparency

- Ambassadors can refer friends directly to specific recruiters.
- Ambassadors have a unique link they can share with their network.
- Ambassadors have a dedicated dashboard to track all of their referrals.

Incentives

- Referral incentive is attractive to candidates.
- Referral program is dual-sided, offering incentives to both brand ambassadors and referrals.
- Referral incentive beats or matches what your competitors are offering.
- Referral incentives are gamified to encourage increased participation from candidates.
- Referral process is gamified via brand ambassador dashboards to foster healthy competition.
- Number of hours/amount of work required before the applicant receives an incentive is reasonable.
- Referral terms and conditions are clear and easily understood by all parties.

Shareability

- ❑ Referral program is easily shared on Facebook, Twitter, and LinkedIn.
- ❑ Referral program is easily shared over email.
- ❑ Referral program is easily shared over text message.
- ❑ Jobs can be broadcast over social, email, and text, and referrals can easily apply to specific positions.

Standardization

- ❑ Referral invitations can be sent to targeted lists or to your entire database with the click of a button.
- ❑ The referral payment process is easily tracked so no one falls through the cracks.
- ❑ Email automation is used to promote the referral program without taxing recruiter resources.

Trackability

- ❑ Brand ambassadors have a unique link allowing them to promote and track their referral efforts.
- ❑ Recruiters get automated referral lead notifications to help them follow up with all referral leads.
- ❑ Managers and recruiters can easily track hours completed by referrals to help ensure bonuses are paid out in a timely manner.
- ❑ Managers have total transparency into the referral-recruiter relationship from start to finish.

Visibility

- ❑ Referral program is visible in the top-level navigation on your website.
- ❑ Ambassadors can easily sign up for your referral program through a form on your website.
- ❑ Individual recruiters are promoted on the website.



Book a demo today to learn how you can get up to 57% more referrals from your current talent pool.

Schedule a demo now

