

Viral Marketing As A Growth Catalyst For eCommerce Stores.

Drive sales through vitality and
word of mouth.



👉 bit.ly/ecommercevirality

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viral loops



GrowthRocks



GROWTH HACKING ACADEMY

Featured on

Forbes

Product Hunt

FORTUNE

GrowthHackers





HARRY'S

How Harry's Got 100,000 Emails With A Milestone Referral Program .



HARRY'S IS COMING

RESPECTING THE FACE AND WALLET
SINCE LIKE...RIGHT NOW.



BE THE FIRST TO KNOW

STEP INSIDE

Sign up page 🐘



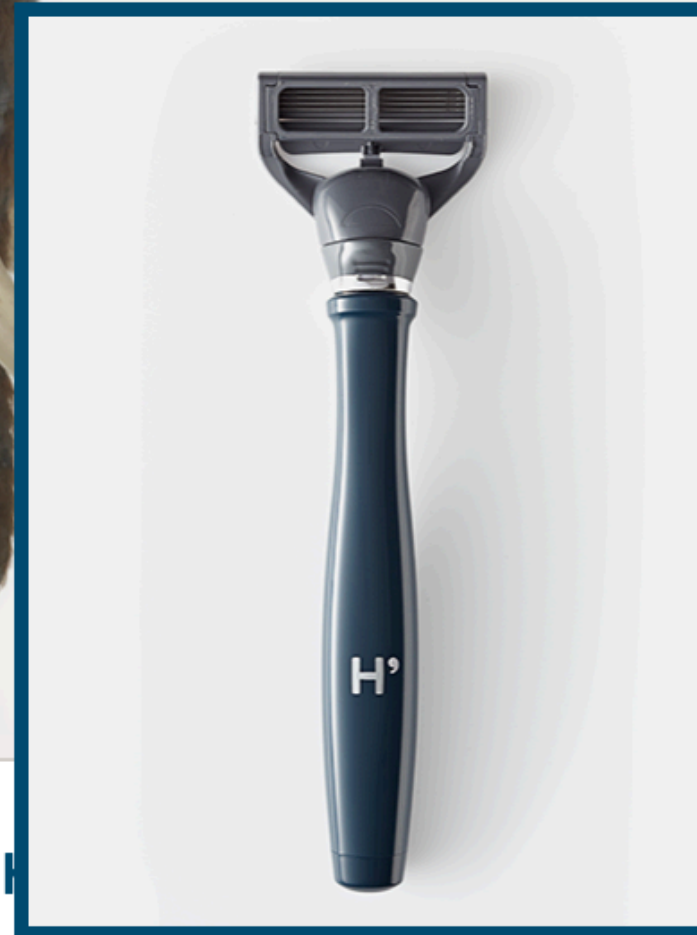
SHAVING IS
EVOLVING

DON'T LEAVE YOUR FRIENDS BEHIND

INVITE FRIENDS & EARN PRODUCT

Share your unique link via email, Facebook
or Twitter and earn Harry's goods for
each friend who signs up.

<http://prelaunch.harrys.com/?ref=da741cc5f4>



FRIENDS JOINED

5

10

25

50

HARRY'S PRODUCT

Shave
Cream

Truman Handle
w/ Blade

Winston
Shave Set

One Year
Free Blades

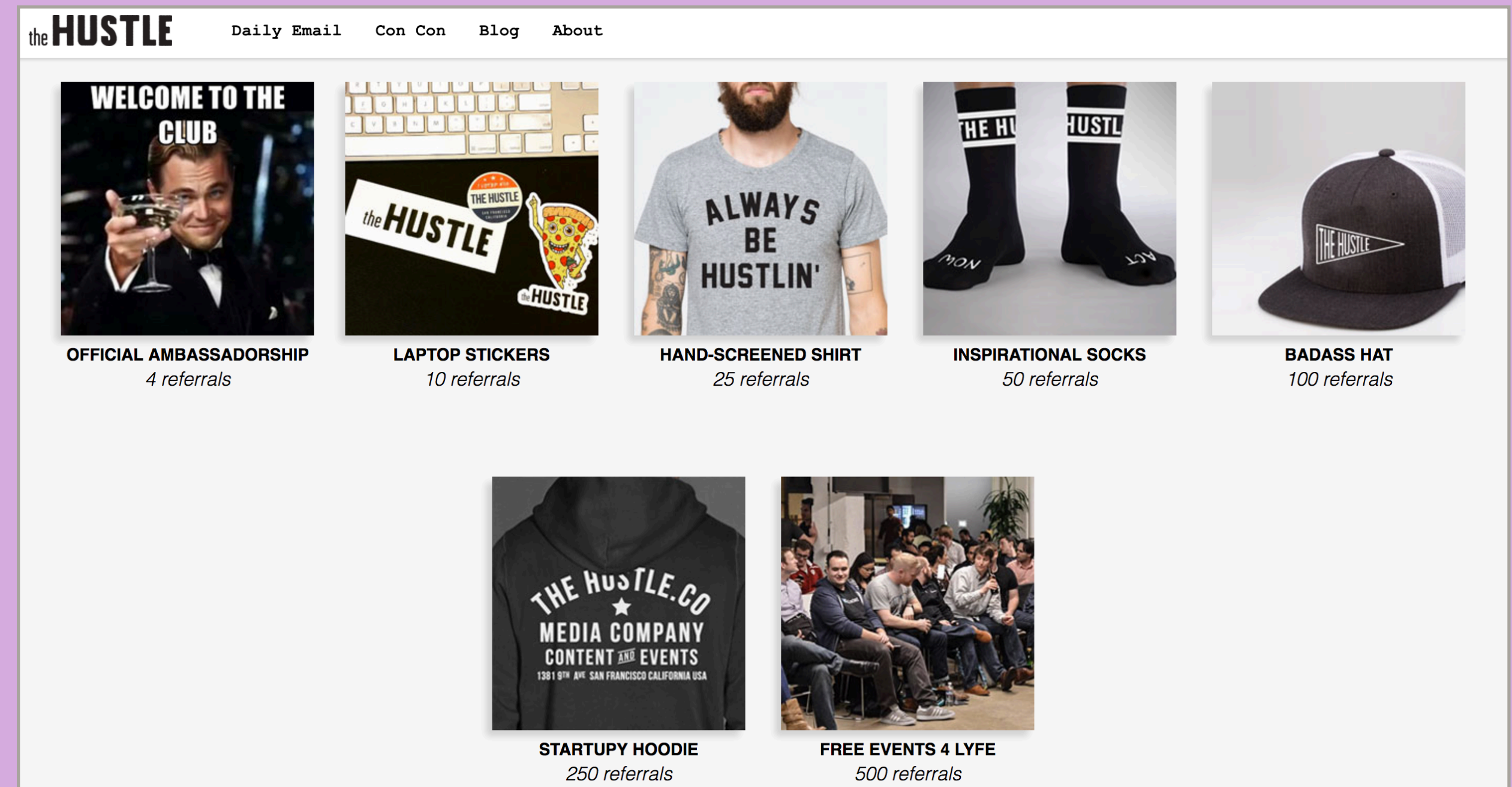
6 friends have joined

Keep checking

Invite page 

Tips for Milestone Referral Programs 1/2 .

- Good copy always wins
- Perfect for **brands** and **eCommerce Stores**. The rewards can be your own products 😊
- or brand **swag** (t-shirts, stickers, iPhone cases), **discounts**, access to **exclusive offers** or **communities**, **social currency** or **free shipping**
- Don't just put the name of your brand.
Make something people will **love to wear** 😎



Tips for Milestone Referral Programs 2/2 .

- The **1st milestone** should be **easily achievable** (1-3 referrals)—Read more on Cialdini's persuasion principles
- Have **more than 3 milestones**, so people to always go for more
- People can get to each milestone by bringing more **email subscribers** or **sales** from their friends (not shares or likes)

Learn more together with colleagues and friends!

Invite your network and get access to all of these rewards

The graphic illustrates a referral program interface. At the top, it says "Learn more together with colleagues and friends!" and "Invite your network and get access to all of these rewards". Below this, there are three sharing buttons: "f | share", "tweet | tweet", and "send". A text box labeled "Share your unique link" contains the URL "https://vrlps.co/a?pt=VkjdtVqi0JgZWOqCj2929RKjgoA&referral". Below this is a section labeled "invite your friends by email" with a text input field "Enter email addresses, separated by commas" and a "send" button. Surrounding the central interface are five reward icons, each with a milestone number in a blue circle: 1. "50 best tools 2017" (clipboard icon), 3. "200 growth resources" (stack of books icon), 10. "Online tool demo" (laptop icon), 500. "A.I. for Growth Marketing Course" (chair icon), and 25. "1 year Viral Loops package" (monitor icon displaying "viral loops 1 year").

Show off Your Top Ambassadors 🥰

Hello Savvas , want to get in the Top 50 and win one of our awesome prizes?

Save 1606 slots (and climb to position #211) by referring 1 more person

Share your unique link to invite your developer friends to the survey, and win one of the prizes!

SHARE

TWEET

REDDIT

EMAIL

Prompt for minimum invite effort and maximum result
on-page + email + browser notifications

👉Developer Economics campaign
of slashdata.co

Referral Prizes

1st Prize	2nd - 3rd Prize	4th - 5th Prize	6th - 8th Prize	
\$700	\$350	\$250	\$150	
9th - 13th Prize	14th - 18th Prize	19th - 30th Prize	31st - 40th Prize	41st - 50th Prize
\$100	\$75	\$50	\$35	\$20

Leaderboard

Ranking	First Name	Last Name	Country	Prize in USD
1	David	C.	US	700
2	Nigel	J.	IN	350
3	Untung	W.	ID	350
4	Isaac	J.	KE	250
5	Akhil	K.	IN	250
6	Alexis	F.	IN	150
7	Hannan	S.	IN	150
8	Nor	N.	MY	150
9	Anmol Krishan	S.	IN	100
10	Maxim	S.	RU	100

Get more invites by showing off the top referrers

and some more tips 🤔

- **Facebook share** → Open Graph, GIFs, Add photo and give them ideas on what to write
- Focus on **messaging apps**: Facebook Messenger & WhatsApp
- Images, banners and **content for influencers**
- Make sure your audience is aware of your referral program (user adoption is key)

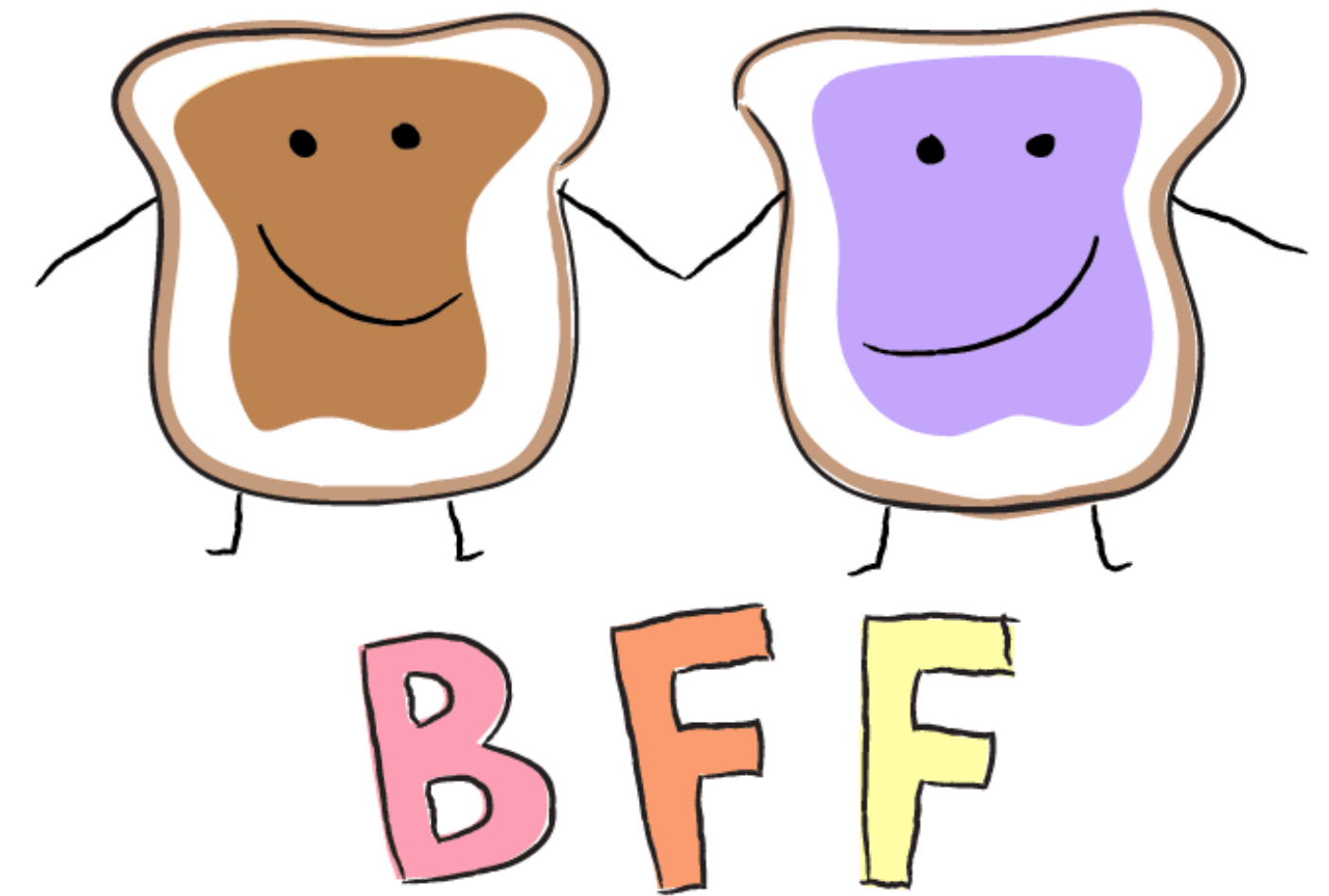


image by Marie McGwier

The Viral Coefficient (aka k-factor) .

K-factor is the total number of registrations or new first-time sales per unique inviting user.

Say that, on average, 1 in 5 of our users will successfully recruit a new user in their first month. In other words, our viral factor is $1/5 = 0.2$, and our initial 5,000 users will recruit another $5,000 * 0.2 = 1,000$ users in month 1.

“For a consumer product, a sustainable viral factor of 0.15 to 0.25 is good, 0.4 is great, and around 0.7 is outstanding .

Source: Rahul Vohra

1

Personalized Prompts in Happy Moments



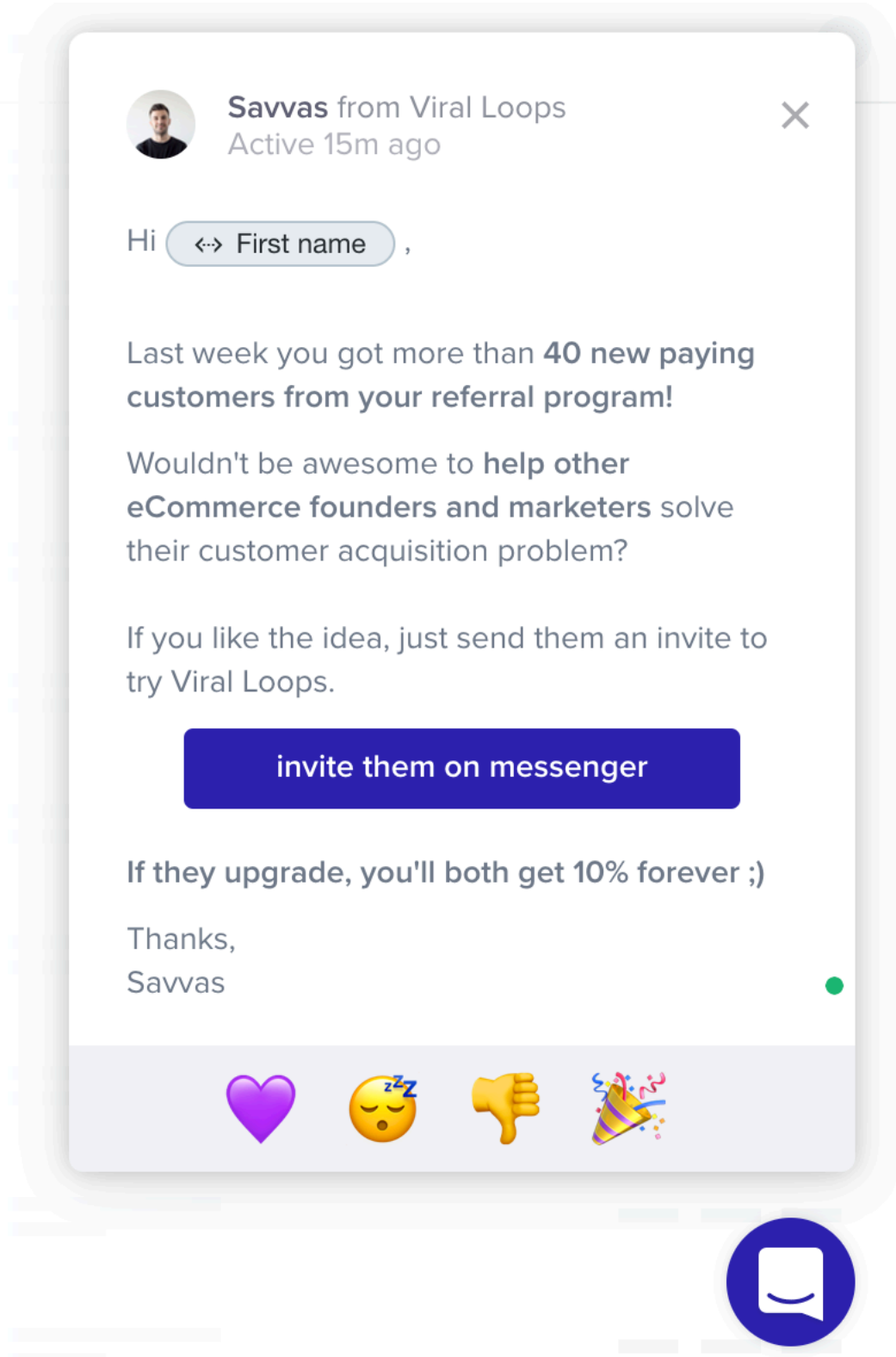
What makes a customer
happy and successful?
(eg. X% lead increase in a
week + reaching plan quota)

image by Joe + Noelle



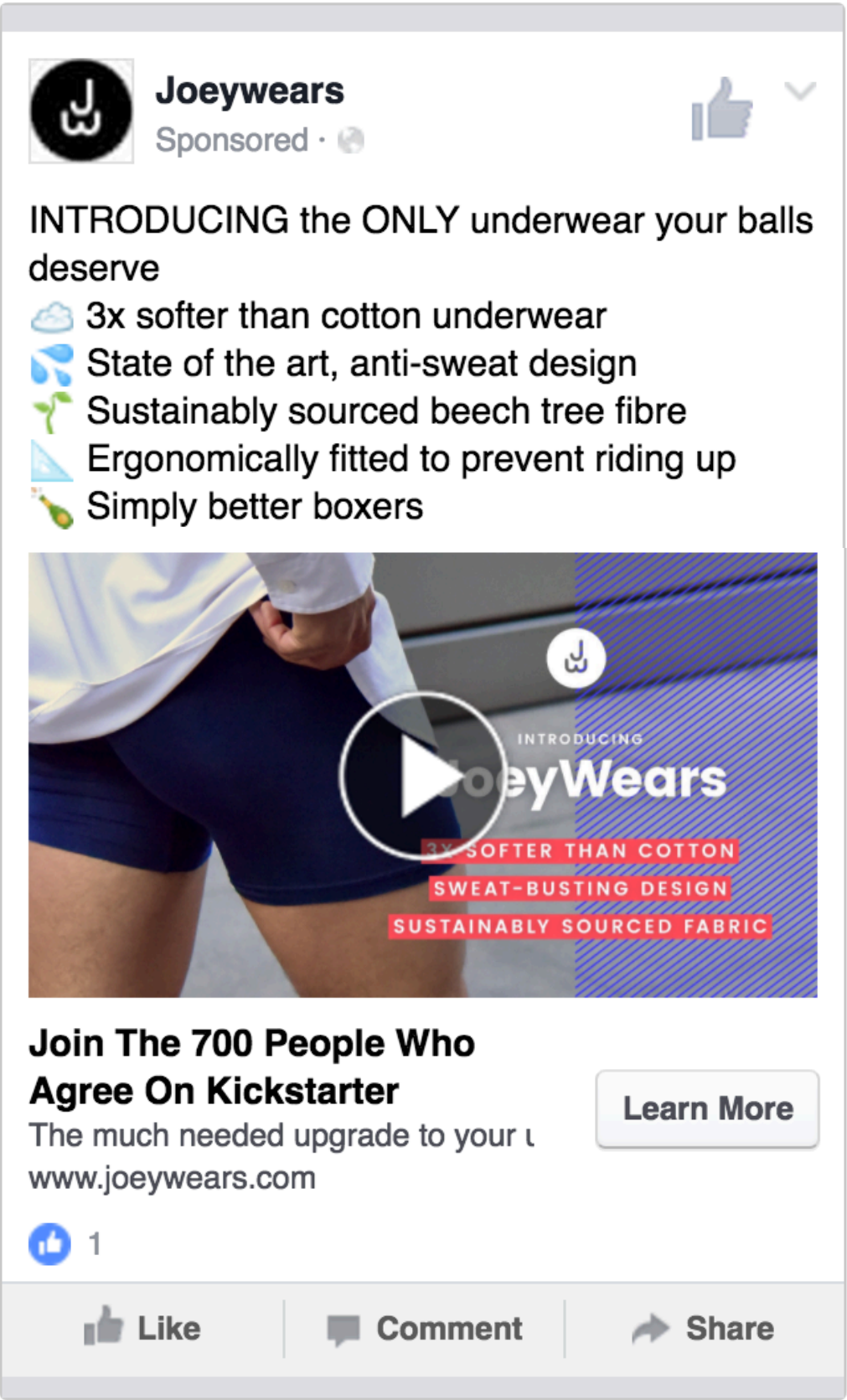
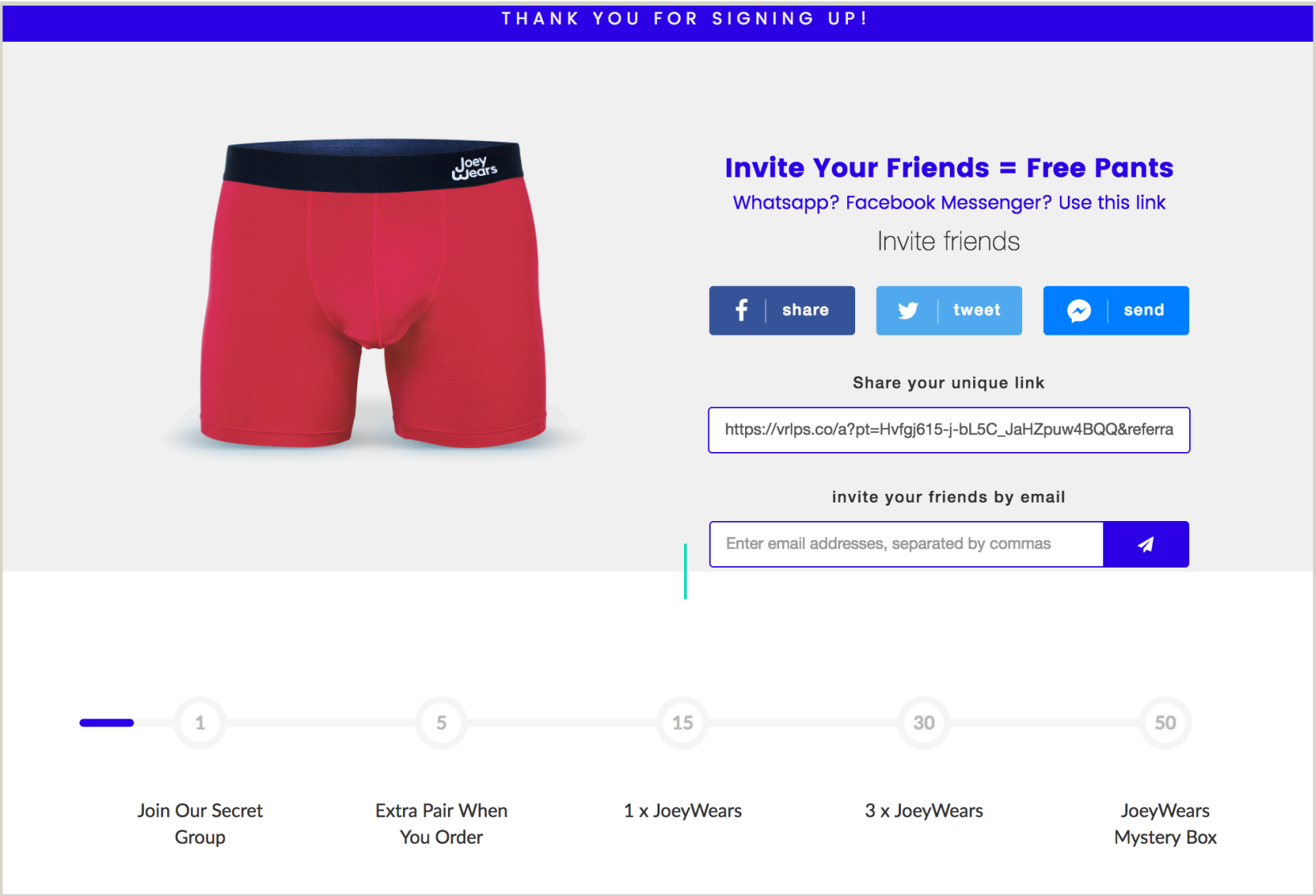
```
analytics.track({  
  userId: '1',  
  event: 'Received First Lead',  
  properties: {  
    'Campaign Id': 23,  
    'Campaign Name': 'cache fix',  
    'Campaign URL': 'http://adfadfadfad.gr',  
    Template: 'milestoneReferral'  
  }  
});
```

Translate this behaviour/
metrics into events in Segment



Multi-touch triggers with
personalised copywriting per
important segment
(in-app notifs + email)

Convert Ambassadors To Paying Customers with Native FB Videos



Build an ambassador program
If ambassadors are just email subscribers
who spread the word about your brand

Run retargeting campaigns with native Facebook
videos and then have a sequence of ads

Don't call it “Refer a Friend” 🙈

Resources .

- <https://viral-loops.com/webinar>
- viral-loops.com/blog
- <https://www.quora.com/What-are-some-examples-of-great-UX-for-Invite-Friends>
- [This Guy Is Set to Become a Multimillionaire With jet.com's Sale to Walmart](#)
- [How The Hustle's Referral Earned 300k Fanatics](#)
- <http://andrewchen.co/viral-marketing-is-not-a-marketing-strategy/>
- <http://jonahberger.com/books/contagious/>
- <https://growthrocks.com/blog/referral-program-promotion/>
- Free tool: [How To Build A Harry's Prelaunch Referral In 4 Simple Steps](#)



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🧐 linkedin.com/in/savvaszortikis

⚡ facebook.com/groups/tositemou

