



# Referral

In Association with

Preeminence



## HOTEL

Here we have a hotel owner who offers free suites for referrals. This then attracts publicity once the news has travelled by word of mouth, advertising and press articles.

Here's how the referral program works:

It is a very simple referral program. For every nine people sent to the hotel as referrals they give away the presidential suite, valued at almost \$200 plus dinner.

The hotel then talks to an editor of a magazine and they write up an international article detailing how guests of the hotel are able to get the presidential suite for 9 referrals. This triggers another sequence of events. Two or more other national magazines pick it up and write about them. That one referral regardless of how much it cost to give away that room or in the case of other businesses, cost to give away that product or that yearly subscription, easily translates into probably half a million dollars' worth of publicity.

