

Best Practices for Getting More Referrals and Placements

1. Create a healthy digital business card

Fill out as much info as possible on your digital business card, including your picture, links to social media, and a fun quote.

Article: [How to set up your digital business card](#)

2. Add your business card to your LinkedIn profile.

Share your business card in the "Summary" section of your LinkedIn profile.

3. Embed your referral link in your email signature

Use language like "Refer Friends and Earn Up To \$500" to help drive more referral leads.

4. Share your referral program on social media

Use your existing social media network to help spread the word.

5. Talk about your referral program with everyone

For example, you can add something like this to your talk track:

"Great talking with you today! By the way, if you happen to know anyone who might be interested in working with us, you can click the link in my signature and earn some extra cash by getting your friend a job."

6. Add hot jobs to your business card

Trying to fill specific positions? Highlight these jobs by adding them to your business card.

Article: [How to broadcast jobs to your brand ambassadors](#)

7. Call leads as quickly as you can

Watch for the automated emails that tell you a new lead has come in. The most successful recruiters follow up within 24 hours.

8. Thank your ambassadors

A simple "thank you" goes a long way. If you notice that an ambassador is sending you leads that are not what you are hiring for, give them a call, thank them, and let them know what positions you are hiring for. You can also request that your ambassadors share their links and your hot jobs with their own social networks.