

## How to Grow your Database Organically with Member Get Member (MGM) Strategies

Most marketers will agree that a key requirement for successful marketing is to counter the loss of recipients from your database. Providing a 'member get member' link, also known as a 'refer a friend' within your email provides you with the perfect solution to grow your database, by giving your recipients the ability to refer friends or colleagues to subscribe thus generating you new, high quality subscribers. In this article, Simon Bowker, Managing Director at eCircle, explains more on this topic.

### Why should you consider MGM strategies?

MGM strategies should be an integral part of your database growth strategy. By incentivising your email recipients to refer your email on to friends or colleagues you can increase the reach of your marketing message and in turn organically grow your database with like-minded individuals.

### How does it work?

You can provide the email recipient with the opportunity to follow a link, text or image to refer or recommend your email offer onto a friend, family member or colleague by filling out the names and email addresses of their contacts on a hosted MGM landing page. Depending on the technology you use, the hosted page can often be branded. Once the recipient receives the recommendation, they should be given the option to opt in.

### What are the benefits?

**Quality subscribers:** The majority of the time the recipient will often only recommend people who are relevant to your company or offer, thus ensuring quality subscribers who are more likely to convert to a real customer.

**Flexibility:** Member get member pages can be used on all customer email communications or specific incentivised competitions or offers.

**Trusted:** As a marketer you'll be aware that referral from a friend is the very best kind of promotion, highly valued for its credibility and personal nature.

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**Tracking:** You can keep your eye on who the email was sent to initially and out of these recipients how many were referred to friends and who decided to opt in. You can then tie this back into a reward scheme for people who referred opt in friends. This process can be extended further by mailing your new subscribers a link to a subscribe page asking for more details allowing you to enrich your customer profiles further.

### What are the rules?

All ESP's should adhere to the best practice guidelines when it comes to referral email campaigns. However, if you would like more information on the subject you should refer to guidance issued by the Information Commissioner's Office (ICO) on this subject.

This article is a summary of eCircle's newsletter "Inside Digital Marketing". If you wish to receive further news from the email marketing sector yourself you can subscribe here: <http://www.ecircle.com/en/newsletter>

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