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- ### Jobs
- Client Director Network**  
You must have the ability to design and manage large, complex projects; contributing to strategy, leading client presentations, development of creative solutions & design sensitivity.
  - Web Analyst Badenoch & Clark**  
To be considered for this position, you must demonstrate extensive experience within web analytics, ideally utilising Omniture Site Catalyst, as well as making recommendations based on insight.
  - Senior Agency Sales Manager Moriati Media**  
You will be responsible for maximising advertising and sponsorships revenue generated through sales and account management of key advertising agencies and

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## Growing your data organically through Member Get Member strategies

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Brands have a number of strategies they can, and should use to ensure they are not just looking after their existing database but are actively encouraging growth within it. Volker Wiewer, CEO of eCircle, takes a look at why a 'Member get Member' strategy is important and how to set it up to maximise its effectiveness.

Across all customer touch points, brands and retailers should be publicising their email newsletters and highlighting the benefits of signing up. But many will forget that an effective 'Member Get Member' (MGM) or 'refer a friend' program can also be a brilliant way to boost your database. MGM has the additional benefit over straight bought-in data that it tends to attract like-minded customers who are more likely to make purchases.

The process for adding this function is fairly straight forward. You provide the email recipient with the opportunity to follow a link (attached to a word or image) with the direct call to action asking you to forward it on to friends and family that will be interested. They will then be directed to a hosted page personalised with your branding, where they will be asked to fill in the contact details. Once the recommended family member or friend receives the recommendation, they should be given the choice to opt in.

When introducing this program you can drive uptake by offering incentives. For a retailer a relatively simple and cheap competition can be a worthwhile investment to help refresh existing databases.

There are a number of reasons why MGM strategies are effective. Perhaps most importantly, the quality of the new subscribers is high, as the majority of the time the recipients will only recommend people who they think will be genuinely interested in your company or offer, thus giving you leads that are more likely to convert into real customers. The MGM scheme is very flexible and can serve as a constant update for your database – with new recommendations coming from each new offer, event or feature on your website.

Over and above improving your database, MGM is a great way to get people talking about your brand. Every marketer will tell you that a referral from a friend is the very best kind of promotion, as it has both credibility and a more personal nature.

Once the initial MGM function up and running, you can then turn your attention to tracking the program. Your technology provider should allow you to see which segment of your data is passing on your emails and who is signing up as a result of your MGM program. You may wish to set up an automated message thanking the subscriber who forwarded the original message on, along with an acknowledgement of their entry into any prize draws or eligibility for the incentives you promised them.

The whole process can be extended to even greater circles of people, as each new subscriber is further invited to suggest friends and family who would also be interested in your newsletter. You could also invite new subscribers to fill out more details about themselves to enrich your customer profile and give them more personalised and interesting communications.

While this is undoubtedly a great way to grow your database, brands and ESP's shouldn't be tempted to take short cuts that go against best practice in this area. Your ESP should be able to talk you through the guidelines in this area or for more information you can refer to the Information Commissioners Office (ICO).

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