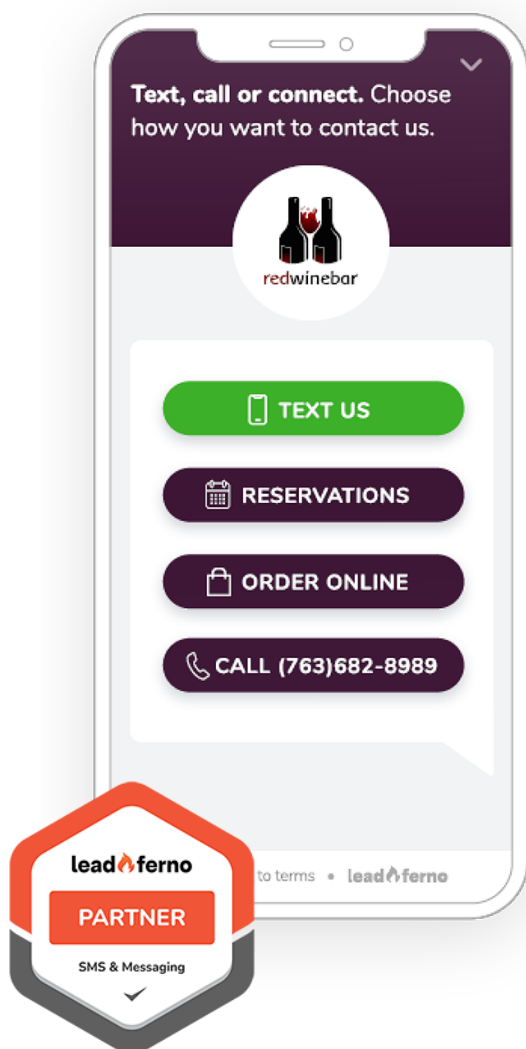# lead🔥ferno

Partner Program Guide

Welcome!

We're excited to have you in the Leadferno Partner Program. Our program is designed to bring conversion, texting, and messaging to your clients while growing your business and revenue.

Your Guide to Win Right Now

We've put this 10-page guide together to help you get the most out of your partnership with Leadferno. This guide is to help with these areas:

- Marketing
- Selling
- Account set-up
- Texting best practices
- Partner Dashboard
- Checklist

HERE TO HELP

Our team wants to be a true partner with you, so make sure to connect with us for any questions or help.

Leadferno blog: https://leadferno.com/blog
Help guide: https://help.leadferno.com/help
Support: support@leadferno.com
Twitter: https://twitter.com/leadferno

How To Market & Sell Leadferno

The first step is getting the benefits of conversion and messaging in front of your clients so they can understand the importance. The Leadferno blog is filled with content, statistics, and imagery you can use in your marketing and communication with clients to educate them.

MARKETING

Here are a few talking points we find valuable to communicate the value of Leadferno.

1- Conversion maximizes your existing website traffic for more leads

- It's time to evolve past a contact page or landing pages
- Choice and ease of texting boosts conversion
- We see an average of 10%-15% lift in conversion with Leadferno

2- Text messaging has become the preferred way to communicate

- Our survey showed texting beats out phone calls and emails
- 74% of consumers want to text with a business
- 88% of consumers want 2-way messaging with a business

3- Web-to-text (texting from a website) performs better and is easier to manage than Live Chat

- Texting is easier for your team to manage, and you can have more staff engaging
- 57% of consumers leave a website when the Live Chat is offline, web-to-text is always on
- Consumers expect a reply within the same day with texting, with Live Chat they expect a reply within minutes - more stress on your staff and a bigger chance to disappoint

Marketing resources and content:

The Leadferno blog: https://leadferno.com/blog
Surveys & Research: https://leadferno.com/blog?survey
10 Reasons/Stats to Text: https://leadferno.com/blog/top-10-reasons-to-text-with-customers
Text vs. Live Chat: https://leadferno.com/blog/texting-is-a-connection-live-chat-is-just-a-session
Conversion: https://leadferno.com/blog/make-every-web-page-a-better-contact-page

SALES

Having a strong "go-to-market" for selling Leadferno to your customers is key to a successful launch. Whether you are a sales team of one or twenty, we see our partners have success by planning for consistent education and marketing of Leadferno's benefits.

Our marketing section on the previous page outlines some of the ideas and messaging. We not only welcome, but encourage you to leverage our research, blog posts, imagery, and content to attract and close your clients.

Some of the tactics we see our successful partners use are listed below. The biggest factor for success is consistency. Build a plan to communicate and market repeatedly over the coming weeks and months, not just a one-time mention.

Introduction launch as a partner:

- Blog post
- Landing page in your website services section (Conversion & Text Messaging)
- Email newsletter
- Social media posts

Ongoing:

- Direct emails or calls to recommend looking at conversion and texting
- Educational blog posts
- Social media posts with stats and features for conversion and texting
- Adding Leadferno as a suggestion in monthly reporting or account reviews
- Co-host a webinar or podcast with one of Leaferno's team

PROCESS

We find our partners each have their own desire for how much or how little of the sales process they implement. Some partners just get their clients interested and introduce them to us for a demo and we handle the demo, close, and set-up.

Others prefer to handle the demo, close, and set-up (with a fee) and then rely on us for support moving forward.

Revenue

AFFILIATE COMMISSION

Leadferno can not only be a partner to help your clients win more business and communicate more efficiently, but it can build recurring revenue for your business or agency.

You start at 15% commission monthly for your active accounts but can increase that percentage when you hit 10 clients (25%) and 25 clients (30%) to maximize your revenue. The more you sell, the more you make each month.

ADDITIONAL REVENUE OPPORTUNIES

While our affiliate structure allows you to build revenue by only introducing Leadferno to your clients and us handling the demos, sales, and support, you can capture additional revenue as well.

Set-up fees
We allow you to charge your client set-up fees to create their account. On average we see our partners charge anywhere from $200 to $500 as a one-time set-up fee. Most set-ups only take about 15 minutes, so it's a great return on investment.

You can also use set-up fee discounts as an offer to motivate a sign-up. "50% off sign-up fees if you start this month!"

Some agencies use this set-up fee to help bonus or spiff their sales or account team for selling Leadferno to the client. Splitting the set-up fee 50/50 with your account executive is a great way to motivate them, add income, and build your agency revenue.

Zapier integrations
Zapier is a no-code app/service that allows you to connect Leadferno to other software for automation and data sharing. Zapier has over 5,000 apps including Leadferno and common apps like Salesforce, Hubspot, Mailchimp, Pipedrive, Quickbooks Online, Gravity Forms, Google Sheets, Gmail and more. The most common "zaps" we see are for integrations with CRMs to share contacts between Leadferno and their CRM as well as text threads.

If you or your team is up to speed on Zapier you can bill your clients to build these automations that will save them time and money while using Leadferno.

Best Practices & Tips

Let's look at what we see working for others using Leadferno.
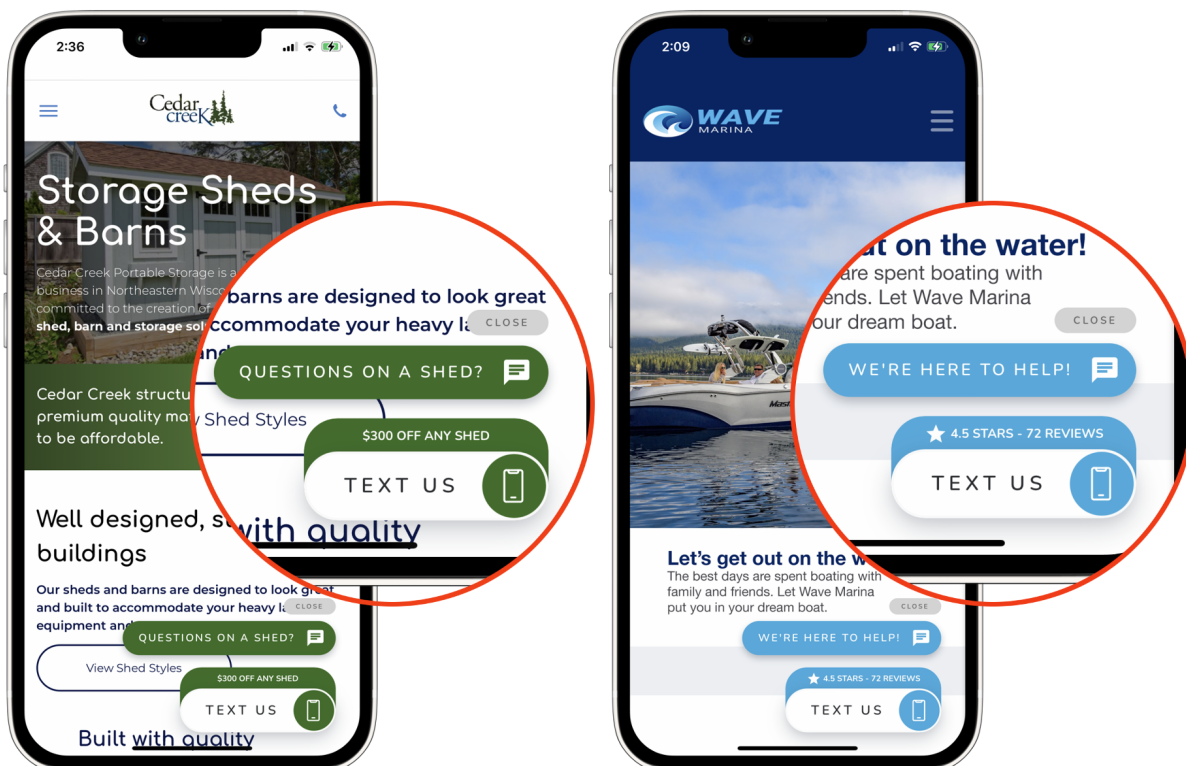
LEADBOX BUTTONS

Installing the Leadbox embed code sitewide puts calls-to-action (CTAs) on every page of your client's website. Let's first look at how to best configure the Primary and Secondary buttons that appear on the website to attract attention and clicks.

Our **top recommendation is that you mention TEXT** in one of the buttons. Marketing that the visitor can text with the business is a key to conversion. You want the buttons to work together to draw attention and produce a conversion.

Use the **HIGHLIGHTS** feature (located in Primary button settings) to use reputation, reply time or custom content for social proof.

Leadbox overview: https://leadferno.com/blog/leadbox-the-web-to-text-widget-for-more-leads

30+ button ideas: https://leadferno.com/blog/5-tips-to-optimize-your-leadbox-for-conversion

LEADBOX MODE

The Leadbox mode allows you to configure the conversion options you give your website visitors.

Text only mode

As the name suggests, Text only mode takes you right to the text submission form once the user has clicked the Leadbox buttons. This focuses on starting text message conversations only.

Channels mode

Channels mode allows you to present multiple conversion options to your website visitors. We automatically place TEXT US as the top option, but you can configure additional conversion buttons.

The options for channels are endless as you can link to any URL on the client's site or on the web as well as click to call with call tracking. Some common uses are linking to a booking page or tool (like Calendly), newsletter sign-up, estimate form, reviews, and location information.

Text only mode

Channels mode

AUTO REPLIES

Start the prospect's experience off right with an instant text message. [Auto replies](#) establish a connection, set expectations for a reply, and can communicate further options.

Two types of auto replies exist and are based on your business or availability hours.

First set your client's hours. These can always be changed or updated during holidays too.

Tips for Auto replies:

1- Acknowledge the customer. Use a greeting and mention the business name.

2- Set the reply expectation. You'll vary this per each auto reply. During hours you'll want to try to use something like "Shortly" or "within an hour". For after-hours, use the ability to pull in your next available time using the {{hours}} hook that grabs your next open day and time.

3- Ask a question or offer help. Especially for your after hours reply, you might want to prompt the prospect for more information by asking questions or giving them a link to the next step.

Auto replies are simple yet powerful to connect and help prospects automatically. Use the 255 characters in the best ways to make customers feel connected, heard, and helped.

Business hours auto reply message

Thanks for your contacting {{business_name}}. Our team will respond within the hour.   84 / 160

After hours auto reply message

Thanks for contacting us. {{business_name}} is closed at the moment, but we'll get back to you during open hours starting at {{opens_at}}.   138 / 160

SHORTCUTS

One of Leadferno's biggest power user features is Shortcuts, the ability to create and save text message replies, links, questions, and answers to use in just a click or tap. What a huge time saver!

Take the time to create a few Shortcuts for them. A few simple ones might be:

- Request for a Google review
- Appointment reminder (add in the date/ time)
- Sales or customer service questions

Leadferno offers two types of Shortcuts. **Personal Shortcuts** are specific to only that user, customizable to their job role and needs. **Team Shortcuts** are available for any user in your profile.
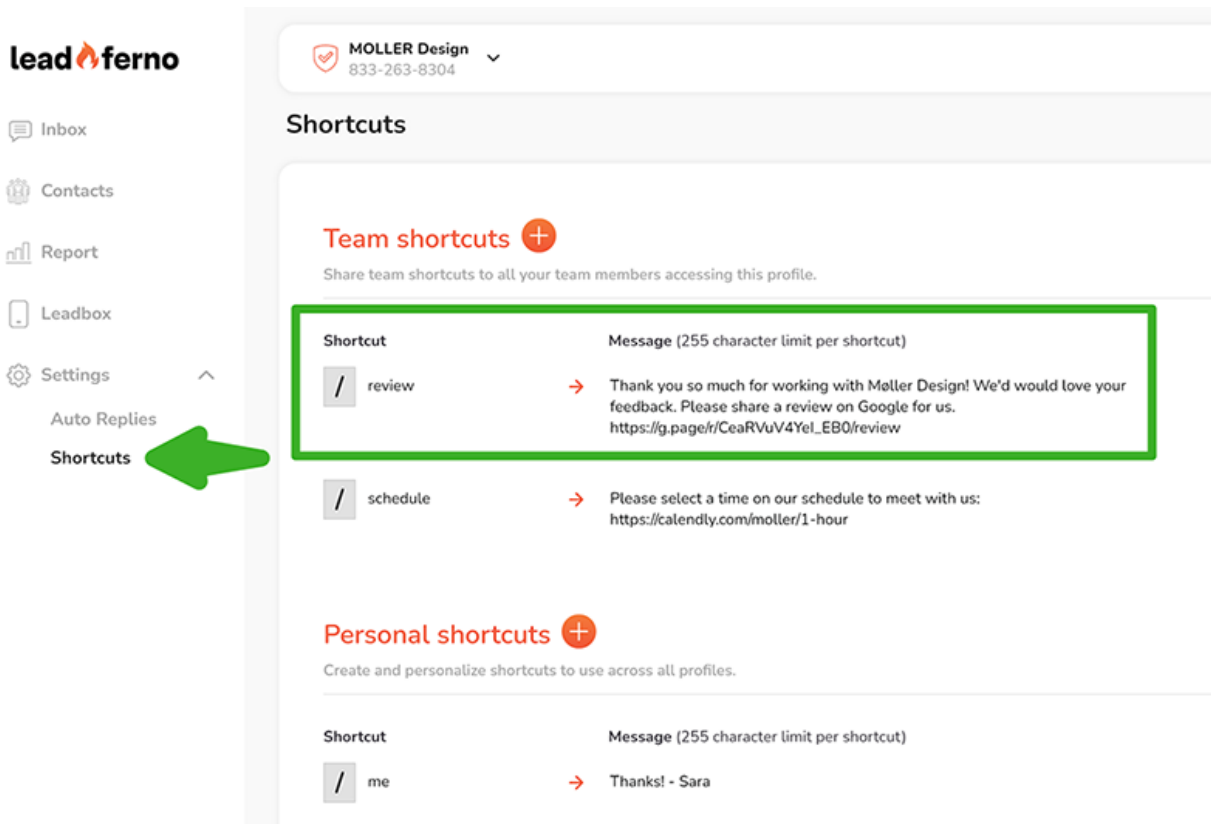
Partner Dashboard

As a partner with Leadferno, you have access to your client's accounts. The Partner Dashboard brings together the elements you need to create new clients, manage current clients, spot-check client performance, and the latest Leadferno news.

MANAGE YOUR CLIENTS

Upon logging in to your Leadferno account, partners are taken to the Partner Dashboard. From here you can select the client account you want to work with by clicking on the client name or the manage button. You can access your own account from the list as well.

Once in a client account, you can return to the Partner Dashboard by clicking the back icon in the orange bar at the top of the screen. The dashboard is only accessible via the desktop browser app.

Your Checklist

Here is a quick checklist for you to work from of what is covered in this guide.

- ☐ **Marketing**
  - ☐ Use content, stats, and talking points from the Leadferno blog and website
  - ☐ Focus on common business benefits: more leads, efficiency, conversion
  - ☐ Identify your channels to market - email newsletter, blog, landing page
- ☐ **Sales**
  - ☐ Map out a 3 to 6-month plan for marketing and selling
  - ☐ A cycle of emails, blog posts, calls, account reviews, social posts
  - ☐ How to close - have Leadferno demo and close? Or you demo and close
- ☐ **Revenue**
  - ☐ 15% affiliate fee start, 25% at 10 accounts, and 30% at 25 accounts
  - ☐ Charge set-up fees if you are setting up the account (avg of $200-$500 one time)
    - ☐ Use set-up fees to spiff or bonus your sales/account team
  - ☐ Sell and charge for Zapie integrations to CRM or marketing software
- ☐ **Leadbox set-up**
  - ☐ Create buttons with great CTAs
  - ☐ Explore or text modes - text only or channels
  - ☐ Leverage Highlights feature for social proof or offers
- ☐ **Auto replies**
  - ☐ Customize both auto replies
  - ☐ Say hello, mention the brand, reply time expectations and questions, or help
- ☐ **Shortcuts**
  - ☐ Suggest or build a few team Shortcuts - review requests, questions, answers
- ☐ **Partner Dashboard**
  - ☐ Manage your clients all in one place
- ☐ **Final Tips**
  - ☐ Remember the top goal is more conversations - it's not all about texting for the entire process, it's about more leads started with any sales process they want
  - ☐ Use Leadferno on your own site, it's good marketing and shows you believe in it
  - ☐ Need help, ideas, or support? We're here for you: support@leadferno.com