

# A Guide to Boosted Repeat & Referral Business and Ignited Online Reviews

## THE RESULTS:

### 5-STAR REVIEW PERCENTAGE



**Percent of customers leaving 5-star reviews** climbed from 36% in 2023 to 85% in 2024 (+136%), with year over year growth reaching ~29%

**Total referral business** expanded from 2% in 2023 to 18% in 2024 (+800%).

**25% Increase in Referral Business:** Consistent growth over 7 years has led to higher number of referrals

**500+ Online Reviews**  
300+ gained on Google since program start; featured in "Google 3-pack" for top contractors

#### CHALLENGE:

Existing referral program lacked rewards, resulting in inconsistent referrals and minimal online reviews

#### SOLUTION:

Collaborating with gFour Marketing, they automated their marketing and implemented a mix of Premium and Deluxe programs.

#### PROGRAM ELEMENTS:

- **Referral Rewards Program:** Incentivized referrals
- **Premium Cookie Program:** Added personal touch for clients
- **Quarterly Print & Monthly eNewsletters:** Regular client engagement
- **Thank You/Gift/Feedback Cards:** Enhanced customer experience
- **Authentic Feedback Program:** Boosted credibility and online reviews



*"Our repeat business is way up. The consistent communication keeps us in front of clients. When emails or newsletters go out, the phone rings. Customers love the cookies, and gFour makes it feel like it's from us. Whatever they're doing is working!"*



★★★★★  
**Jim Bushey**  
Owner, Bushey's



#### CONCLUSION:

- ✓ Bushey's family owned business benefited from an automated marketing approach, boosting sales and its referral business.