

# flytographer + saasquatch

CLIENT

Flytographer

INDUSTRY

Travel

PROGRAM

Referral Program

## Capturing lasting memories anywhere in the world

Flytographer connects you with hand-picked local photographers in over 350 destinations around the globe

Flytographer is committed to becoming every customer's trusted partner in creating memories for life. Whether you are a traveler or a local, use Flytographer to hire an amazing photographer anywhere in the world for fun, hassle-free photo shoots.

The easy-to-use online service helps customers document their trip with a vacation shoot, capture the magic of a proposal, or cherish local memories with a hometown photo shoot. Simply select your destination and choose your favorite photographer to create the best souvenir.

Named one of Canada's top 50 fastest growing companies by Canadian Business magazine, Flytographer has been featured on oprah.com, BuzzFeed, the New York Times and InStyle magazine, and built partnerships with global brands like Expedia, Fairmont, and Hilton.

## The Challenge

Since approximately 20% of Flytographer's photoshoot bookings come from word-of-mouth referrals, finding a way to manage, track, and grow this valuable channel was imperative to the company's marketing strategy since the beginning.

They needed a referral system that seamlessly integrated into their custom booking platform, and offered easily trackable KPIs and analytics. Having an available support team to help with program setup and future troubleshooting was a key factor as they integrated and launched their very first program.

# \$1.2MM

in word-of-mouth sales

Flytographer's referral program has brought in over \$1.2 million in word-of-mouth sales

*"The refer-a-friend program is the best route for us in terms of acquiring new customers compared to any other channel. It establishes trust right away as they were referred by someone who they know, while also rewarding our existing customers with a credit to use on their next photo session."*

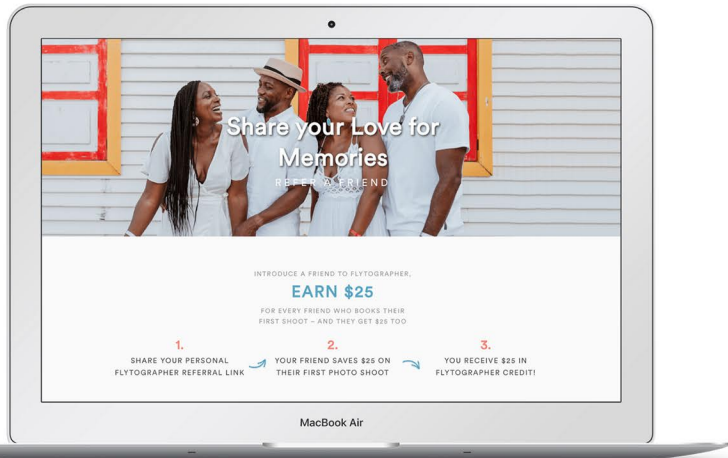
**Meg Wilson**  
Marketing Specialist  
Flytographer



## The Solution

Flytographer turned to SaaSquatch as a trusted partner who could offer the tools and expertise needed to provide a custom program and track its success.

Flytographer launched a refer-a-friend program where customers have access to a dashboard to copy & send their referral link or code to friends and family. The referring customer receives a \$25 credit towards their next shoot and the newly acquired referred customer gets \$25 off their first shoot. Twice a year during the slow season, the referral reward is doubled to \$50 each to help further incentivize new customers.



Since launching the program, Flytographer is able to easily monitor referrals and watch engagement grow over time. Program managers regularly track referred visitors and referred conversions to determine their conversion rate for the month, seeing anywhere from 70-150 conversions per month, with a goal of 90 conversions per month.

Overall, the referral program has driven over **2,500 new customers** and brought in over **\$1.2 million in word-of-mouth sales**.

Not only does the referral program impact conversion rates, but referred leads are of the highest quality. Meg Wilson, Marketing Specialist at Flytographer, says, "The refer-a-friend program is the best route for us in terms of acquiring new customers compared to any other channel. It establishes trust right away as they were referred by someone who they know, while also rewarding our existing customers with a credit to use on their next photo session."

Flytographer plans to explore even more ways that they can engage loyal customers to help grow their user base, all while improving upon their automated referral program.

*"Thanks to SaaSquatch we've rolled out a high-impact, automated, low-friction referral program that has driven over 2,500 new customers to Flytographer, and brought in over \$1.2 million in word-of-mouth sales."*

Meg Wilson  
Marketing Specialist  
Flytographer



## The Results

Over 2,500 new customers

The SaaSquatch referral program has driven over 2,500 new customers to Flytographer.

Over \$1.2 million in word-of-mouth sales

Flytographer's referral program has brought in over \$1.2 million in word-of-mouth sales.



## Get in Touch!

Want to learn more about how the SaaSquatch platform can help your business grow?

[Request a Demo](#)

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