

# SaaS Referral Program Email Template

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Subject: Share [Your SaaS Name] & Get [Your Reward]!

Hi [Referrer Name],

We're excited to offer you a simple way to share the benefits of [Your SaaS Name] with your network and get rewarded! We know that recommendations from people you trust are invaluable, and we appreciate you being a valued user.

Do you know someone who could benefit from [briefly explain what your SaaS does and its key benefit, e.g., streamlining their project management, boosting their sales efficiency, improving their team communication]? If so, our referral program makes it easy for you to help them out – and get a great perk in return.

Here's how it works:

- 1. Share Your Unique Referral Link:** Simply copy the link below and share it with your colleagues, friends, or anyone you think would find [Your SaaS Name] useful: [YOUR UNIQUE REFERRAL LINK HERE]  
You can share this link via email, social media, direct message – however you connect best with your network.
- 2. They Sign Up:** When someone signs up for [Your SaaS Name] through your unique link, they'll receive [Clearly state the reward for the referred user, e.g., a free month of our Pro plan, a \$X discount on their first subscription, extra credits].
- 3. You Get Rewarded Too!** For every successful referral (once they've become an active user/subscriber for [Specify duration or condition, e.g., 30 days, completed onboarding]), you'll receive [Clearly state the reward for the referrer, e.g., a free month on your current plan, \$Y in account credits, an upgrade to a higher plan for a month].

## Why refer [Your SaaS Name]?

- **Help Others:** You'll be introducing your network to a tool that can genuinely improve their [mention key area of improvement again].
- **Earn Rewards:** Enjoy valuable benefits that enhance your own experience with [Your SaaS Name].
- **It's Easy:** Sharing is quick and straightforward with your unique referral link.

## Quick Sharing Options:

Feel free to copy and paste the snippets below to share on your favorite platforms:

- **Email:** "I've been using [Your SaaS Name] for [briefly mention your positive experience/benefit] and highly recommend it. Sign up through my link and get [Referee Reward]: [YOUR UNIQUE REFERRAL LINK HERE]"
- **LinkedIn/X:** "Check out [Your SaaS Name]! It's helped me [briefly mention your positive experience/benefit]. Sign up via my link and get [Referee Reward]: [YOUR UNIQUE REFERRAL LINK HERE] #SaaS #[RelevantIndustry] #[YourBrandName]"
- **Direct Message:** "Hey! I thought [Your SaaS Name] might be useful for you because [briefly explain why it might be relevant to them]. If you sign up using my link, you'll get [Referee Reward]: [YOUR UNIQUE REFERRAL LINK HERE]"

You can track the status of your referrals and your earned rewards in your account dashboard here: [Link to Referral Dashboard in your SaaS].

Thank you for being a part of the [Your SaaS Name] community. We appreciate your support in helping us grow!

Best regards,

The [Your SaaS Name] Team