

Turn customers and everyday people into influencers

About GrowSumo

GrowSumo provides software for **fully automated influencer programs**.

Influencer programs let companies quickly and cost-effectively generate leads and close new business by rewarding their customers and everyday people for sending referrals and successfully promoting their brand.

GrowSumo shows **everyday people how to become successful influencers** by identifying why they want to promote a company and tailoring their experience to their unique motivations.

Influencers are rewarded for performance, making GrowSumo a **scalable and cost effective** marketing channel.

Turn customers and everyday people into influencers

GrowSumo shows everyday people how to leverage their influence and guides them to successfully promoting your business. Everyone has influence, but not everyone knows how to use it - GrowSumo solves this problem.

When an influencer joins your program, we ask them why they want to promote you, and cater their onboarding to their unique motivations. An influencer that wants to generate passive income isn't the same as an influencer that wants to build their personal brand, or one that simply loves your company, so why treat them the same way?

Pay for performance, not followers

Fully customizable rewards control your customer acquisition costs, enable mutually beneficial incentives, and let you accept more influencers into your program. Different influencers or influencer groups can receive different rewards, depending on their motivation or success within your program.

GrowSumo isn't about gamifying customers for referrals, we're about developing mutually beneficial relationships with influencers.

Build influencer relationships, no management required

Fully customizable email campaigns onboard, train, and engage your influencers for you. Emails can be triggered when an influencer falls off, takes a specific action, or hits an activity threshold. Activity based emails keep your influencers engaged, and make them feel more connected with your brand.

Don't just give your influencers a referral link and let them figure it out from there. Build real, meaningful relationships, automatically.

Leverage your influencer network

Offer a promotional reward to a specific group of influencers, or to your entire influencer network, anytime. Align your marketing initiatives with your influencer network to better penetrate niche markets.

Enter niche markets through influencers

Influencers help you enter niche markets that your marketing spend and larger influencers can't reach. They know your product, your incentives are aligned, and their voice means something within their community. Get front door access by building meaningful relationships with smaller influencers.

Pay your influencers through GrowSumo

GrowSumo manages and processes influencer rewards and payouts for you. We ensure that all of your influencers are legally compliant, and paid out using their preferred method.

Launching your influencer program is fast and easy

Your dedicated customer success manager and detailed documentation help you integrate and launch your program quickly and successfully.

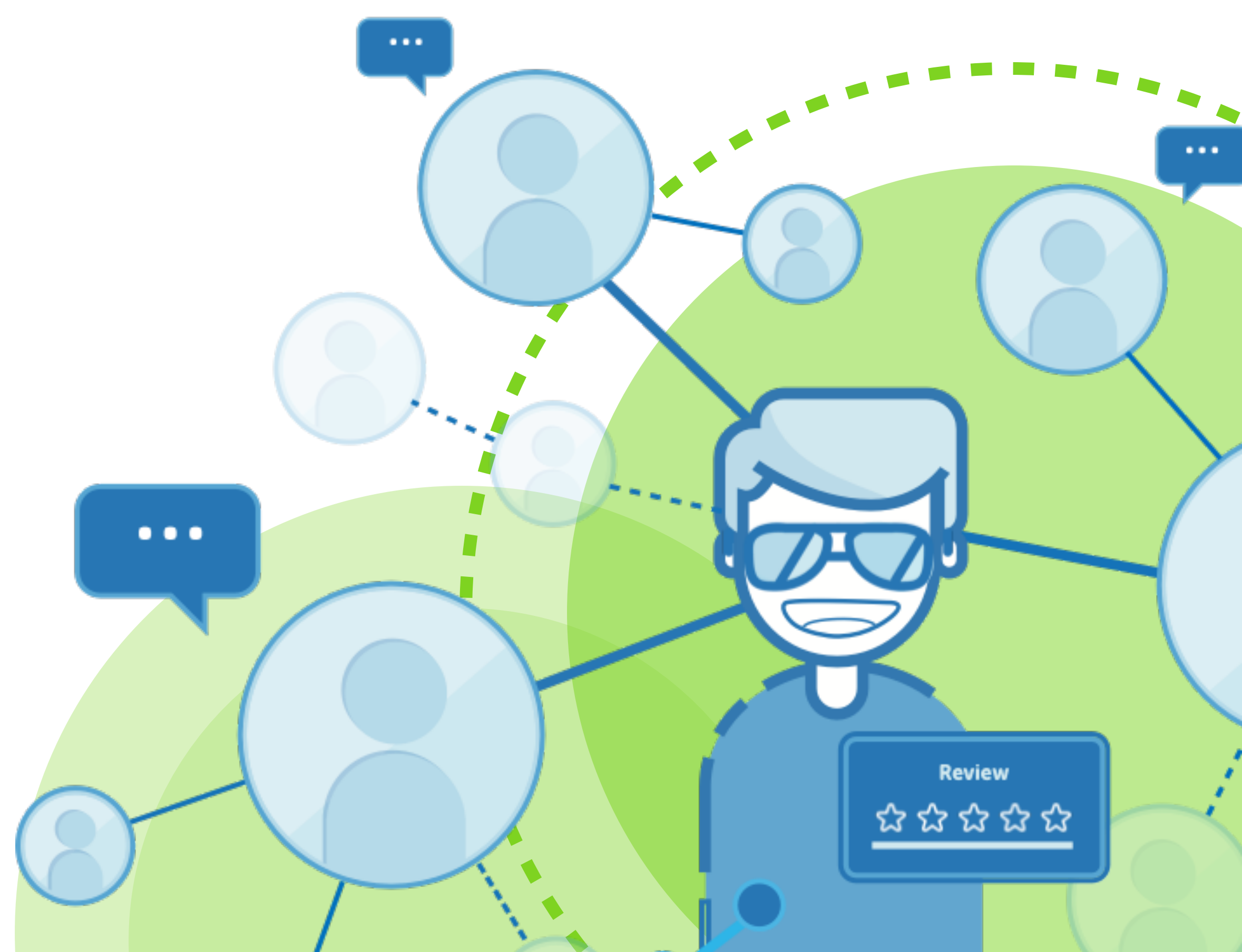
A fully optimized influencer program comes ready to go, and your dedicated customer success manager will help customize your program's structure to your unique requirements.

Detailed KPIs and program reporting

Daily, weekly, and monthly reports give insights on KPIs and highlight what motivations, demographics, influencer groups, and cohorts provide the best results.

Set it and forget it

Once your influencer program is live, there's no further management required. All that you need to do is point customers and prospective influencers to it, and GrowSumo does the rest.



GrowSumo

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Contact Us