



Advocate Lifetime Value

An advocate is someone who knows your target market and with whom you have a great relationship. They know you well, understand what you are looking for and rate your business expertise. More than that they go out of their way to refer you business. Because they understand what you are looking for, their introductions are highly qualified.

Below is a way of calculating their financial value to you in terms of referred business from them over the lifetime you have a relationship with them (well 5 years actually!).

Just answer the 4 questions below.

1 Average Referral Value (£)

Estimate how much revenue you could expect over the first year from a new client referred through an advocate.

2 Conversion rate (%)

Estimate the chances of converting business referred from an advocate.

3 Referrals per advocate pa (number)

How many referrals would you expect to get from each advocate over the course of a year?

4 Clients retention rate (%)

What are the chances of keeping a client referred to you by an advocate year on year?

Lifetime Client Value per Advocate

This is the business value (revenue) over a period of 5 years referred to you from each advocate

For information, in a recent survey by NRG of its members, the average Advocate Lifetime Value per advocate was £155,000
Want to find out how more about developing advocate relationships and realising the above potential? Enter your details below

First Name

Last Name

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