

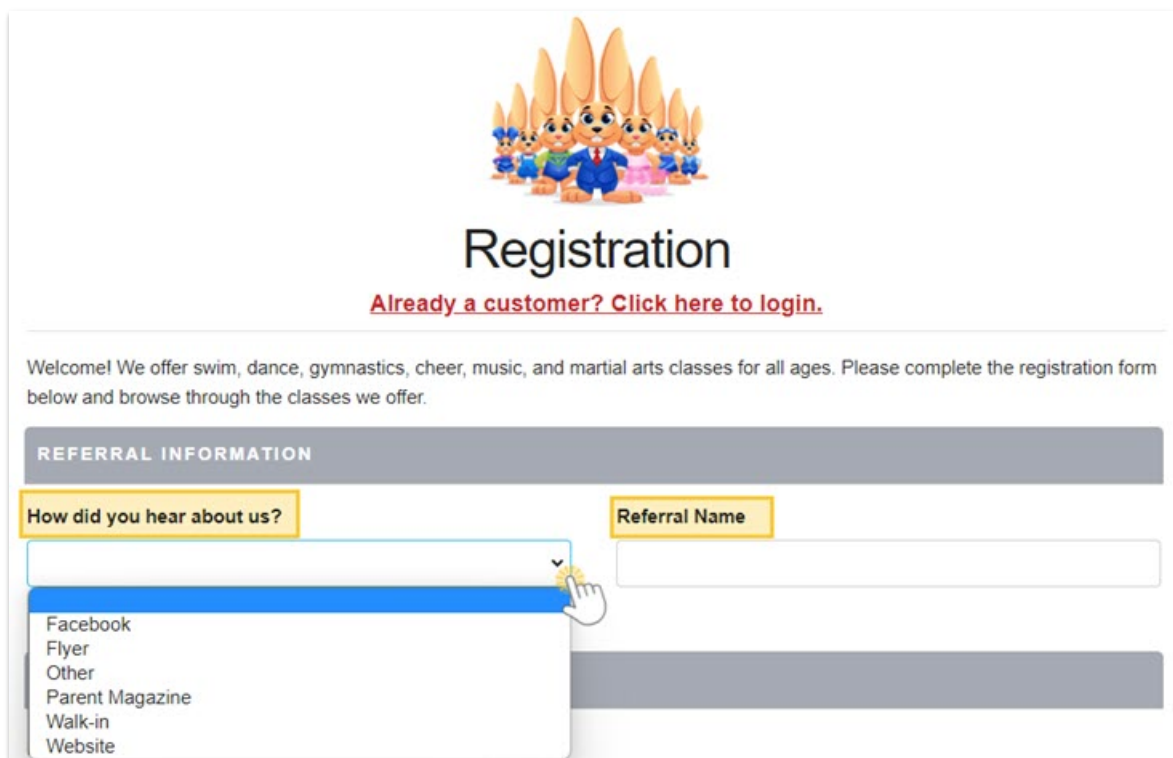
Use Family Source & Referral Name for Marketing

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Knowing how your customers found you provides valuable insights into your marketing performance and customer behavior. Use this knowledge to make data-driven decisions that improve your business's effectiveness and growth. For example, if a specific source is consistently bringing in a significant number of customers, you might consider strengthening your presence on that platform or exploring similar channels to expand your customer base further.

Jackrabbit can help! Two fields can be added to the top of your Online Registration and Quick Registration forms allowing you to capture that key information.

- **How did you hear about us?** (aka **Source**)
- **Referral Name**



The screenshot shows a registration form for Jackrabbit. At the top is a logo with several cartoon rabbits. Below the logo is the title 'Registration' and a link: 'Already a customer? Click here to login.' A welcome message follows: 'Welcome! We offer swim, dance, gymnastics, cheer, music, and martial arts classes for all ages. Please complete the registration form below and browse through the classes we offer.' The 'REFERRAL INFORMATION' section contains two fields. The first field, 'How did you hear about us?', is a dropdown menu with a list of options: Facebook, Flyer, Other, Parent Magazine, Walk-in, and Website. The second field, 'Referral Name', is a text input field.

When families register, they'll be able to indicate how they heard about you using a drop-down menu that offers options you've added to your drop-down lists (more on that below). If they were referred to you by someone specific, they can let you know who it was so you can thank them!

The information entered in the How did you hear about us? and the Referral Name fields is added to the *Family* record on the *Misc* tab where it can be used for reporting.

Expand/Collapse
All

▼ **Settings for Source and Referral Name**

▼ Ways to Use Source Information
