

Outreach Best Practices

YOUR GUIDE FOR GETTING REVIEWS



Authentic Insights. Powerful Decisions.



THE BASICS Your product needs

10
REVIEWS

to be listed on the Grid comparison, to be included in the Grid report for that category, and be eligible to earn badges.

50
REVIEWS

to see exceptional growth in traffic to your page and leads (our data shows another large jump at 100 reviews).

G2 CROWD

LEADER

WINTER 2017



You'll see incremental improvement in your Satisfaction (X-axis) and Market Presence (Y-axis) with each review.

Bottom Line: The more reviews, the better!



G2 CROWD WILL GLADLY RUN A REVIEW CAMPAIGN ON YOUR BEHALF.

All we need is a list of your customers (first names and email addresses) and we will send out the requests for reviews, with no additional work required from your team.

IF YOU'D PREFER TO RUN YOUR OWN CAMPAIGN, PLEASE KEEP IN MIND:

- Reviews resulting from a campaign you run will be denoted as being sourced "Direct from vendor" on our site. This is the categorization we must apply when a vendor does its own outreach so that site visitors know a particular review resulted from the vendor's own efforts.
- You should be reaching out to your entire customer base. Our Community Guidelines state that we reserve the right to remove reviews if we find evidence that a vendor solicited only positive reviews.
- Communications such as a review campaign are subject to FTC regulations, so you will need to bear those in mind should you run your own campaign.

If you choose to have G2 Crowd run your campaign, contact your customer success manager to get started.

IF YOU CHOOSE TO RUN YOUR OWN CAMPAIGN, HERE'S A STEP-BY-STEP GUIDE TO RUNNING A SUCCESSFUL REVIEW CAMPAIGN.

Step 1: Prep your customer list



Target a wide base of your customers (different industries and company sizes, older and newer customers, etc.) to get the best representative sample.

Confirm that your target customers have complete LinkedIn profiles (with photos, connections, and a current employer listed). This increases the credibility and trustworthiness of the reviews.

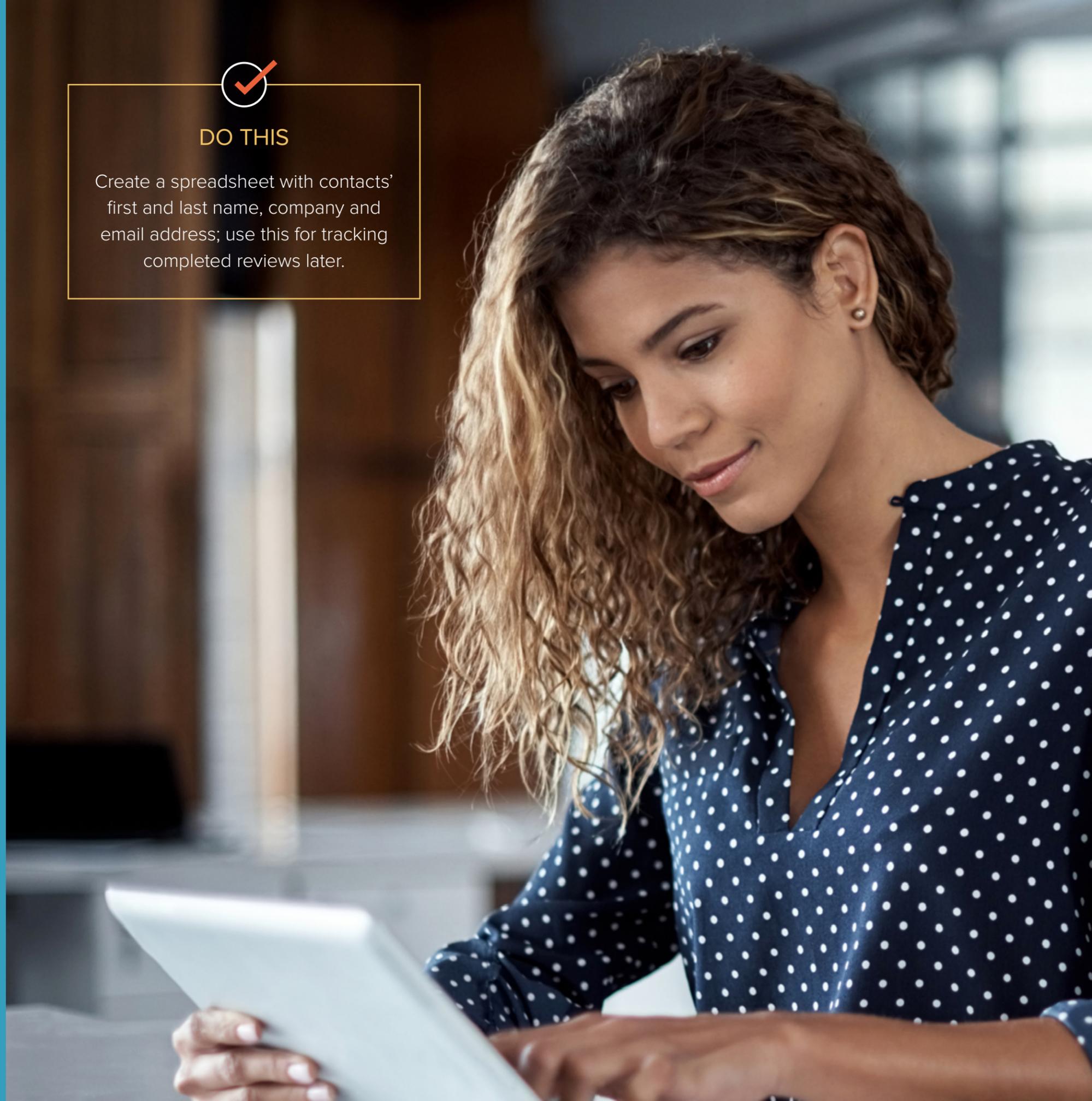


Don't target only your best customers to reach out to. Having only glowing, 5-star reviews actually makes you look less credible; serious buyers want to see balanced, authentic insights to help guide their decisions.



DO THIS

Create a spreadsheet with contacts' first and last name, company and email address; use this for tracking completed reviews later.



Step 2: Craft your email(s)

Your email should contain:



A link to your landing page. We provide you with a custom landing page featuring your existing reviews and a link that goes straight to your review form, streamlining the review process for your customers.

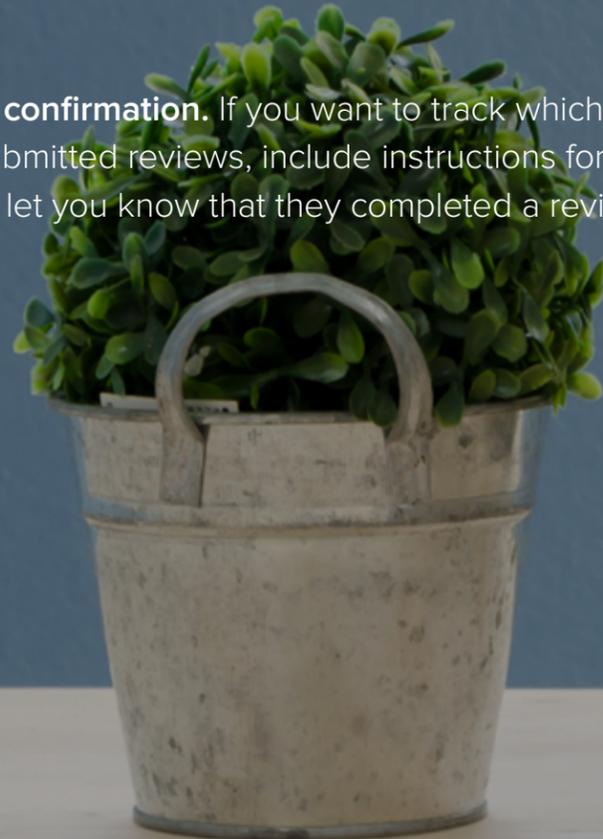
A thank-you offer. We've found that offering a small reward motivates users to write reviews. The rewards provided through your contract with G2 Crowd should be offered as a thank you for the reviewer taking the time to share their authentic feedback, not as an incentive for writing a positive review. See our Community Guidelines for more.



If you aren't offering a reward, setting a deadline for when reviews must be submitted will help create a sense of urgency and drive higher response rates.



A method of confirmation. If you want to track which customers submitted reviews, include instructions for your customers to let you know that they completed a review.



DO THIS

Draft and send your first email.

Hi NAME,

Thanks for being a customer of PRODUCT.

Because we value authentic feedback on our product and service from customers like you, would you be willing to write a short review of PRODUCT on G2 Crowd? G2 Crowd is an independent review site where nearly 150,000 professionals like you are sharing their opinions on the software they use. It's similar to Glassdoor, TripAdvisor, etc., but for the software and apps people use at work.

To say thank you for taking the time to share your feedback, G2 Crowd is offering a \$25 Amazon.com gift card to the first 20 PRODUCT users who complete a review. The gift card is from G2 Crowd, and your eligibility to receive it is in no way conditioned on the content of your review.

You can submit your review here(LINK to landing page). It takes just a few minutes, and you'll need to sign in with your LinkedIn account so G2 Crowd can validate your identity.

Let us know if you have any questions, and thanks in advance for your constructive feedback!

Step 3: Follow up with up to 3 reminders

3x

We recommend sending up to 3 reminders after your initial email. People's inboxes are so full that it's easy for a single email to fall through the cracks; sending multiple gentle reminders increases the odds that at least one of your messages will get opened.

We see the highest conversion rates from the first email we send, followed by email two and then three. If you're hitting your review targets after just one or two emails, you can adjust accordingly and omit sends if needed.

Hi NAME,

Just wanted to remind you that we'd still like to hear your feedback on PRODUCT – do you have a few minutes today to submit a review on G2 Crowd?

Don't forget, the first 20 reviewers will earn a \$25 Amazon.com gift card. The gift card is from G2 Crowd, and your eligibility to receive it is in no way conditioned on the content of your review.

You can submit your review here(LINK to landing page).

It takes just a few minutes, and you'll need to sign in with your LinkedIn account so G2 Crowd can validate your identity.

Thanks!



DO THIS

Draft and schedule up to 3 reminders (in your email marketing tool or in your calendar).



Step 4: Track campaign performance & thank reviewers

Monitor your reviews to see what your customers are saying in an independent, open forum; reviews are a great source of authentic feedback on your product/service.

As the vendor, you have the option to comment on reviews to address any points made; just make sure to clearly identify yourself as an employee of the vendor and be helpful and respectful.

Track the reviews that come in on a spreadsheet and distribute rewards along with a thank-you message.


DO THIS
Use your customer spreadsheet to track reviews as customers report them as complete.

Hi Robin,

Thanks for sharing your feedback on PRODUCT with a review on G2 Crowd! We really appreciate you taking the time to let us know what we are doing right and what we can improve on.

Thanks!

Need More Help Gathering Reviews?

Contact customersuccess@g2crowd.com to learn how you can leverage reviews in your marketing and sales efforts.

[LEARN MORE WAYS TO LEVERAGE REVIEWS >](#)

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