



# Outreach Best Practices

Your Guide for Getting Reviews





# The Basics

Your product needs

# 50

reviews

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



## Leader

SUMMER

2019

# 10

reviews

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



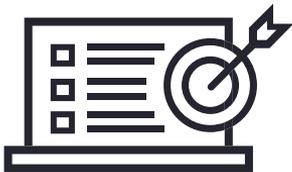
You'll see incremental improvement in your Satisfaction (X-axis) and Market Presence (Y-axis) with each review.

**Bottom Line: The more reviews, the better!**  
[Check out our Grid Scoring Methodology here](#)



## G2 will gladly run a review campaign on your.

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 run your campaign, contact your customer success manager to get started.**

### DO THIS



Use an email verification tool to assess the health of your customer emails. It's important to make sure to remove old email addresses to avoid high bounce rates when you launch the review campaign.

# Vendor Run Review Campaign Examples

## Example 1 - Highfive

Hi [[First Name]],

We're so excited that we are partnered together and we want to thank you for your support of [[Product Name]].

Because we value authentic feedback on our product and service from our costumers, would you be willing to write a short review of [[Product Name]] on G2? G2 is an independent review site similar to Glassdoor and Yelp, but for the software people use at work.

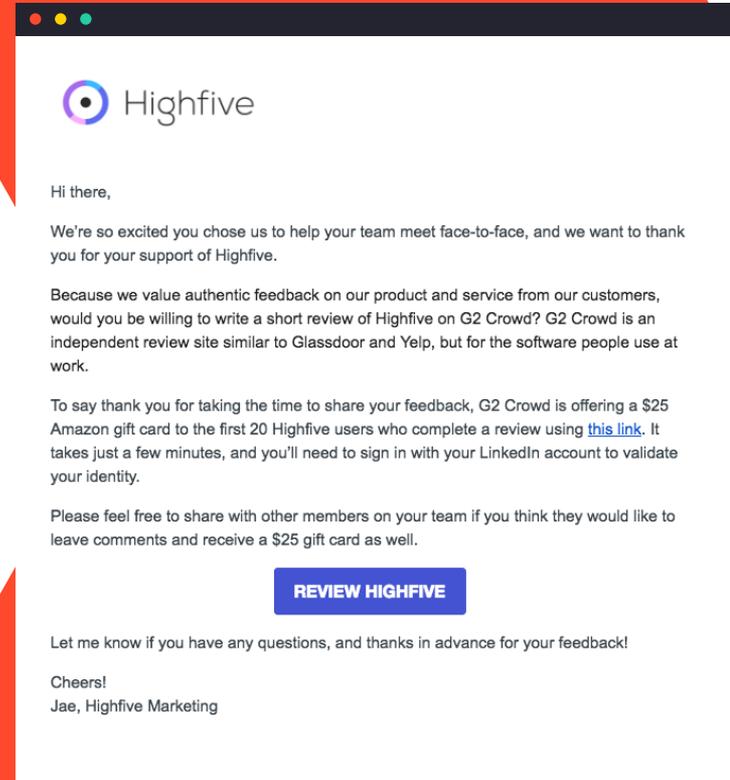
To say thank you for taking the time to share your feedback, G2 is offering \$25 Amazon gift card to the first 20 [[Product Name]] users who complete a review using [this link](#). It takes just a few minutes, and you'll need to sign in with your LinkedIn account to validate your identity.

Please feel free to share with other members on your team if you think they would like to leave comments and receive a \$25 gift card as well.

Review [[Product Name]]

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

Cheers!  
[[Marketing Person]]



**eFront**

Talk about eFrontPro and Get a \$25 Amazon Gift Card!

[Review Now](#)

Dear ,

If you love eFrontPro, now is the time to prove it!

We'd like to ask you to head on over to G2Crowd, one of the best business software review and comparison platforms out there, and leave us a review. As a thank you, you will receive a **\$25 Amazon Gift Card** for your published review directly from G2Crowd.

The process is simple: log in to G2Crowd with your LinkedIn account and **be one of the first 20 people** to write a review for eFrontPro.

G2Crowd will send you an Amazon Gift Card for \$25 (or equivalent). If you're in a country other than the US, UK, Canada, Italy, Germany, and Spain, you will receive a VISA gift card for the same amount.

[Review And Win](#)

# Vendor Run Review Campaign Examples

## Example 2 - eFrontPro

Dear [[ Name ]],

If you love [[ Product Name ]], now is the time to prove it!

We'd like to ask you to head on over to G2, one of the best business software review and comparison platforms out there, and leave us a review. As a thank you, you will receive a \$25 Amazon Gift Card for your published review directly from G2.

The process is simple: log in to G2 with your LinkedIn account and be one of the first 20 people to write a review for [[ Product Name ]].

G2 will send you an Amazon Gift Card for \$25 (or equivalent). If you're in a country other than the US, UK, Canada, Germany, or Spain, you will receive a VISA gift card for the same amount.

[Write a Review]

# Vendor Run Review Campaign Examples

## Example 3 - UltraEdit

It's no secret that we here at [[Company Name]] value our users' feedback. And to show our appreciation, we're partnering with G2 to give away a \$25 Amazon gift card to the first 20 users who publish a review of [[Product]] on G2, one of the best tech review platforms out there.

How can you leave a review? It's simple:

- 1) Log into G2 using your LinkedIn account.
- 2) Be one of the first 20 users to leave a [[Product]] review.
- 3) After verification, G2 will send you a \$25 Amazon gift card!

That's it! All it takes is a rating and a short comment to make yourself eligible to win a \$25 Amazon gift card.

[Leave a review]

\*Note: If you're in a country other than the USA, UK, Canada, Italy, Germany, Spain, or France, you will receive a Visa gift card instead.

amazon.com gift card a \$25

It's no secret that we here at IDM value our users' feedback. And to show our appreciation, we're giving away a **\$25 Amazon gift card to the first 20 users** who publish a review of UltraEdit on G2Crowd, one of the best tech review platforms out there.

How can you leave a review? It's simple:

- 1) Log into G2Crowd using your LinkedIn account.
- 2) Be one of the first 20 users to leave an UltraEdit review.
- 3) After verification, G2Crowd will send you a \$25 Amazon gift card!

That's it! All it takes is a rating and a short comment to make yourself eligible to win a \$25 Amazon gift card.

[Leave a review >](#)

Note: if you're in a country other than the USA, UK, Canada, Italy, Germany, or Spain, you will receive a Visa gift card instead.



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, 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.

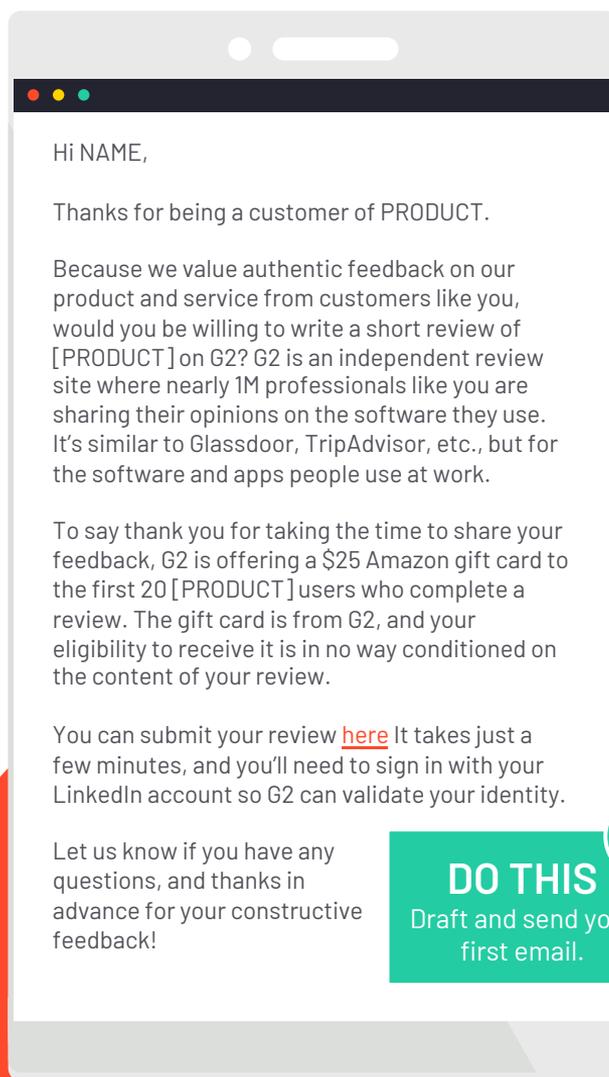


**A thank-you offer.** We've found that offering a small reward motivates users to write reviews. The rewards provided through your contract with G2 should be offered as a thank you for the reviewer taking the time to share their authentic feedback, not as an incentive for writing a positive review.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

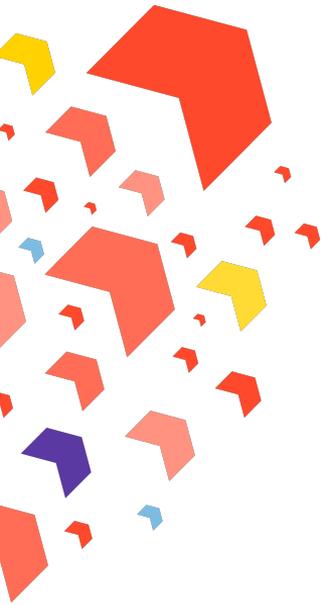


**A method of confirmation.** If you want to track which customers submitted reviews, include instructions for your customers to let you know that they completed a review.





If you'd prefer to run your own campaign, please keep in mind:



### DON'T DO THIS

Don't send your emails out on Mondays



#### ➤ Subject Lines:

- Email 1: Review [Product], get a \$25 Amazon card
- Email 2: Re: Looking for feedback on [Product]
- Email 3: Last chance - Review [Product], get \$25 Amazon card

#### ➤ When to Send?

- Do not send on Mondays. (if you really really need to, make it for the afternoon)
- For Tuesday through Thursday, send between 1pm-4pm
- For Friday, send mid-morning
- Try to vary your times (ex. 3pm, 11am, 1pm for a full campaign)

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1		1st email			2nd email
Week 2		3rd email			



## Step 3: Follow up with up to 2 reminders

# 2x

We recommend sending up to 2 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.

### Leverage Your Marketing Automation tool:

Using your own marketing automation tool will allow you to see who clicked and opened each email send. You can also track bounce rates to and remove any contacts who unsubscribe. 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.

Q

When should you send the follow-ups?

A

We recommend allowing for 2-3 days between each reminder email

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?

Don't forget, the first 20 reviewers will earn a \$25 Amazon.com gift card. The gift card is from G2, 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 can validate your identity.

Thanks!

**DO THIS**

Draft and schedule up to 2 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! We really appreciate you taking the time to let us know what we are doing right and what we can improve on.

Thanks!



---

## Internal company competitions

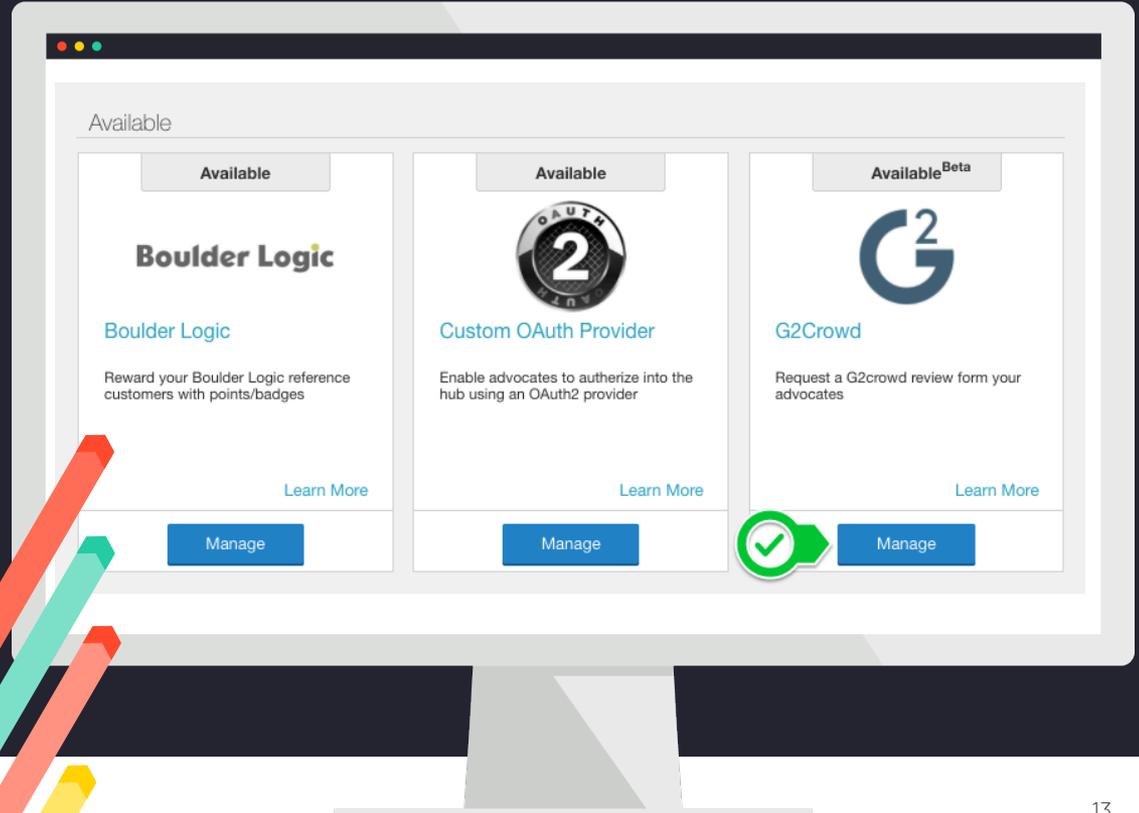
Create an Internal Competition to See Who Can Bring in the Most Reviews

A friendly competition between teams within teams is a great way to gather reviews. Give a prize to the winner at the end of each month, quarter, or half. This can be a fun way to get your team involved and increase your reviews on G2.



## Set Up Challenges in Influitive to Encourage Customer to Write Reviews

G2 has an Influitive integration. You can use [this documentation](#) to set up the initial integration. Once configured, make sure you connect to G2 when creating a challenge by [adding the API stage](#).





# Monitor reviews in your admin portal

## What Does Each Column Show?

User	Rating	Approval Status	Reimbursement Status	Created
	10	Approved		April 25, 2018 12:35 PM CDT
	9	Approved		April 20, 2018 05:10 PM CDT
	9	Approved	Approved	April 19, 2018 01:02 PM CDT
Private	10	Approved	Approved	April 13, 2018 10:18 AM CDT
	10	Approved	Approved	April 12, 2018 12:08 PM CDT
	10	Approved		April 12, 2018 09:29 AM CDT
	7	Approved	Approved	April 04, 2018 08:01 AM CDT
	10	Approved	Approved	April 02, 2018 02:55 PM CDT
Private	8	Approved	Approved	March 29, 2018 11:15 AM CDT
	8	Approved	Approved	March 28, 2018 10:42 AM CDT
Private	7	Approved	Approved	March 20, 2018 05:38 PM CDT

### ➤ User

- The person who left the review.
- 'Private' means the reviewer left an unattributed (anonymous) review and we cannot share their info.

### ➤ Rating

- The NPS score they left with their review.

### ➤ Approval Status

- **Pending Moderation** – The review has not been moderated.
- **Approved** – The review is on your profile page.
- **Rejected** – The review has not met our standards; it will also say way.

### ➤ Reimbursement Status

- **Review Submitted** – The review has not been moderated.
- **Submitted for Reimbursement** – We've sent an email to the reviewer with the gift card information.
- **Reimbursed** – The reviewer has claimed their gift card.
- **Created** – When the review was submitted.

### ➤ Created

- When the review was submitted



Thank You

