

# 7 Ways TrustRadius Helps Identify and Promote Brand Advocates

## 1 Custom questions to build your brand narrative.

- Design tailored questions with our research team so your reviews tell a genuine customer story that highlights your key differentiators

## 2 Review generation and refresh through TrustRadius-managed outreach.

- Gather new, detailed user reviews with resources such as customized landing pages and TrustRadius-managed outreach campaigns
- Ask customers who previously submitted reviews to refresh them with new feature insights, experiences with the product since purchase, etc.

## 3 Reference generation and management for identifying brand advocates.

- Identify hand-raisers who leave you a review and want to be a reference
- Access your dashboard that displays customers who opted in to be a brand reference
- Download a list of opted-in customer reps

## 4 TrustQuotes Library for boosting organic traffic and conversions.

- Tag and search keywords to find relevant, quotable moments to share during conversations with customers
- Validate your marketing claims by adding customer quotes to your content (emails, web pages, pitch decks, one-pagers, customer story pages, etc.)

## 5 TrustRadius awards for establishing brand trust and preference.

- Reiterate your product value by placing award badges on email signatures, RFP footers, pitch decks, customer story pages, one-pagers, etc.

## 6 Premium content assets for displaying social proof as branded assets.

- Transform awards and customer quotes into branded images
- For use on landing pages, ads, etc.
- Further validate social claims by linking back to your product listing on TrustRadius

## 7 Downstream intent data for identifying and preventing churn.

- Access downstream intent data representative of potential buyers and customers actively researching your product or your competitors'
- Use the Salesforce Connector to make the data actionable, which will help identify new potential buyers and expansion opportunities and prevent churn among existing customers