

Drive More Reviews after Awards Season

Winning a TrustRadius award, such as Top Rated or Best Of, can help set you apart from your competitors. TrustRadius awards help your customers feel confident in their choice at selecting your products. It is also great for future buyers to know that you are one of the most trusted and highly rated products on the market.

By receiving an award, you have already put in time and effort to drive some new reviews - but why stop there? We have come up with an email campaign that you can use to drive even more reviews post awards announcement!

For example, winning a Top Rated award is the perfect opportunity to try out this campaign style. You can thank your customers who left reviews already and encourage them to check out the reviews (which will help your traffic) and you can ask customers to leave reviews who didn't already. These tactics can set you up for more awards later on.

Here is a one-off email campaign that you can send to your customers to drive reviews from your awards:

Email 1:

Subject Line: The reviews are in - and we're Top Rated!

Copy:

We are so excited to announce that we won Top Rated, an award by TrustRadius, the number one trusted review platform for software buyers. We take such pride in our product and with a trusted trScore of [score number] out of 10, we love to see that our customers have enjoyed [product name].

First off, we want to thank each and every customer who left us a review. We could not have won the award without all of your reviews and ratings of our product. If you want to see what reviewers have said about us, [click here](#).

If you haven't left us a review on TrustRadius yet, we would still love to hear from you! Please click here or on the button below to tell us about your experience using our product.

['Review Us Now!' button]

If you don't have time to review us today - that is okay! Leave us a rating of our product and TrustRadius will reach out to you later to finish the review.

Thank you,

Signature

Here are also some ways to add something even extra to your email campaign:

- Give a percentage or \$\$\$ off next month's subscription as a thank-you to your customers
- Offer an incentive to those who do leave a review
- Pull in a review quote that you favorited
- Include your total number of reviews on TrustRadius

If you won Top Rated or any award on TrustRadius, congratulations! If you haven't won an award yet, don't fret - [we have awards throughout the year](#). This is the perfect time to still get ahead and start sourcing new reviews now so you can be prepared for the awards season. Take a look at some of our other content in the Review Gen Growth Hub to help you get started.

Ready to start your next DIY campaign?

Don't forget your campaign link! In order to process reviews quickly and efficiently send out gift cards to your customers, you'll need to request your custom DIY link.

Luckily, it's as easy as asking your CSM or filling out this quick form. We recommend submitting the form at least 3 business days before you plan to launch your campaign.

GET MY DIY LINK