Generic Review Gen Campaign Series

When trying to gather reviews and feedback from your customers directly, it's important to have a core email sequence you can rely on to perform well. We've included a version of our highest-performing campaign series. As with every piece of copy, make sure you're editing this to include your own style and that you're continuously testing how this performs to your audience.

When: This is a great campaign to send out every 6-12 months. Make sure it is sent to new lists, not the same list every time. If you are running a Customer List campaign with us, make sure you are reaching out to a different audience.

Who: Over time you'll be able to narrow down your list based on your conversion rates, but we suggest keeping your list small at first. You can always send to more people, but you can never un-send an email. Make sure this is a variety of your audience, not a cherry picked selection of raving customers. Overall, buyers will be happier if they get an honest representation of the software through reviews when evaluating - and a software with 100% of their reviews being 10/10 is a red flag. Like we mention in the copy below, all viewpoints are helpful to you to truly understand how your customers are faring with your product.

An important detail: We have also included the disclaimer we use in all of our review invitations. The key pieces are:

• You make it clear that the review must be published for any incentive to be given.

• There is a deadline in place or a certain number of reviews will receive the gift card.

• You mention it is for first-time reviewers of your software.

Email 1
Subject Line: One review of {{ Product Name }} could help future buyers!
Copy:

Hi {{first name}}!

We're partnering with TrustRadius to gather feedback from real-life users. TrustRadius is the most trusted review site for B2B software.

Could you take some time to write a review of {{ Product name }} on TrustRadius in exchange for a **$25 gift card?**

Completing a review helps prospective buyers read unbiased reviews about customer experience and the value of {{ Product name }}. **It also lets us know what we are doing right and what we could improve on to make your customer experience even better!**

Button: Write Review

If you have any questions, please feel free to message me!

Thank you,
SIGNOFF

Email 2:
Subject Line: Hi {{ first-name }}, your $25 gift card is waiting for you!
Copy:

Hi {{first name}}!

This is {{first name of sender}}, and I am following up with my previous message about reviewing {{ Product Name }} on TrustRadius. Please click here or on the button below to share your experience with {{ Product Name }}.

Button: Write Review

As a thank you, we will send you a **$25 digital gift card** of your choosing for a published review. Some gift card choices include Amazon, Starbucks, Target, and Shell Gas Station, with many more options available.

If you have any questions, please do not hesitate to reach out!

Thank you,
SIGNOFF

TrustRadius

Subject Line: Last chance to receive your $50 gift card!
Copy:

Hello {{first name}}!

I wanted to remind you that today is your last day to get rewarded by reviewing your experience with {{ Product Name }}!

We understand that your time is valuable and **we are excited to receive your honest feedback**! To show this, if you write a thorough review of {{ Product Name }}, you will now receive a **$50 digital gift card**.

Button: Write Review

Thank you,
SIGNOFF

Disclaimer:

*Must have used {{ Product name }} within the past 12 months. Gift cards are only available for new published reviews of {{ Product name }} and are delivered via email on the Tuesday after review publication. The deadline to submit your review is {{ date }}. Gift cards are available from a wide variety of vendors. Check which gift cards are offered in your region here. You may also choose to make a charitable donation if you wish to decline the gift card option.

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