TrustRadius

How Your TrustRadius CSM Can Help Your DIY Campaigns

The TrustRadius CSM team is an incredible resource across all of your goals, but did you know they can help with your DIY campaigns?

Below you'll find 3 ways to connect with a TrustRadius CSM to make sure your DIY campaign is a success.

1. Link and Page Building

This is probably the most widely used resource when it comes to building your own campaigns. Having an up-to-date link to drive reviews is vital to the campaign for a number of reasons. First, it helps you track on your end how successful a campaign is. Second, it helps our review processors fully understand and verify where a reviewer is coming from. Third, we can properly attach gift card incentives tied to your account. And last, it helps alleviate any friction with your reviewers. As little back and forth as possible makes the experience more enjoyable for your users.

For example, if you reuse a campaign link tied to a 2022 campaign that expired in December 2022, our review processors have to reach out to the reviewer and ask them to forward the invitation they received to verify. Bad actors (aka fraudulent reviewers) will scour the internet to look for campaign links of any product to leave a review for money. This ensures you have real users leaving real reviews.

The second piece to this is Page Building. This only really applies to those who have multiple products. If you have multiple products and want to send one link out to your users, we can build a custom page where each product is listed, then build the custom campaign link from there.

2. Review Your Campaign

On the other hand, this is one of the least used resources at TrustRadius. Did you know that you could send your campaigns to a CSM to request us (the UGC team) to get an extra pair of eyes on it and request feedback?

This is invaluable! We check the copy (subject line, main body, etc.) to see if there are any changes

we'd suggest for your team. We make sure links are all correct and can create new ones if not. We'll check to make sure the language you use includes all of the needed disclaimers and other additions that keep you from making a costly mistake to your incentive budget.

Another piece we can provide a bit of guidance on is list size and distribution. If you're not sure how many people to send an invitation to because you have a specific budget or goal, we can help provide clarity around conversions and expected publish numbers.

We see mistakes happen all the time (and is one of the reasons the Review Generation Growth Hub is here) or campaigns that aren't as successful as the vendor hopes. So why not use this invaluable resource to your advantage?

3. Campaign Status Check-in

Want to know how successful a campaign is going? In general, you can take a look at the status of all of your reviews in the Vendor Portal. If the only review sourcing being done is the DIY campaign, this is the easiest and quickest way to get the results you'd like.

However, if you have overlapping campaigns, your CSM can help parse out how each individual campaign is doing. This is helpful if you're about to send a second outreach email or second community post and you want to check in to see if there are any changes you want to make to it.

The biggest tip here though is to wait a few days after the campaign starts before asking for an update. This gives time for reviewers to start submitting, plus the time it takes to process them.

Hopefully these are helpful to remember as you send your DIY campaigns. These types of review outreach can have a huge impact on your review numbers, as you are the ones talking to your users every day. If you want help with any of the above, make sure to submit a ticket here or reach out directly to your CSM.

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