TrustRadius

How to Use Your Reviews in Email

If you're still working to gather trustworthy reviews, you may want to keep this PDF saved somewhere to come back to in the future. Once you have reviews that you're happy with, you can use them to help boost your product. In this article I'm breaking down, sharing inspiration, and giving copy to promote those reviews in your email marketing program.

If you do not control the email marketing program at your organization, but you know the power customer voice can have, bundle this up or your own copy paired with your favorite quotes from reviews, and pitch it to the responsible party.

Businesses have to constantly prove their stats, claims, and product to gain any kind of trust from potential customers. Here are a few tips to using reviews in email to gain trust:

1. **Include a first name.** For emails specifically, forget about the anonymous reviews if you can and at least include a first name. If you can use a full name and/or picture, even better. If you're in an industry where you tend to only have anonymous reviews, pull out anything you can, such as, "Verified User at a Construction Company with X employees." Whatever you can show to make the review not look made up will be gold.

2. **Get creative with how you use all reviews.** Did someone give a really amazing 4-star review that had actionable steps for your dev team and you fixed a problem they were having? Highlight it! Create an entire email showing the review and talking about how you listened and made changes to make their lives easier. My favorite tech solutions are ones that regularly take my feedback and pain points to heart and work on ways to make it easier. Typically if I'm having an issue, others are as well. So if this is a strength of your product, share it!

3. **Highlight the number of reviews you have and the average rating.** If you have a large number of reviews, that alone speaks to the fact that you have a large customer base that trusts in your product. Using the number of reviews and average rating alone isn't a tactic many buyers care deeply about, but if you pair it with a quote from a real user (or three!), you're showing true value.

4. **Pick review quotes that actually speak to a problem being solved.** What's your value proposition? Do you save time, make someone's life easier, drive sales, help the environment, or give someone peace of mind? By picking review quotes that speak to the problem solving, you're not just telling someone you can do this for them, you're painting the picture in their mind through a customer's first hand experience. That alone is immensely valuable.

5. **Segment your audience.** Tailor your review content to different segments of your audience. For example, if you have distinct customer personas, choose reviews that highlight benefits specific to each group. Personalized review content can make your email marketing more relevant and compelling.

6. **Use reviews in drip campaigns.** Incorporate reviews into your drip campaigns to nurture leads through the sales funnel. Highlight different aspects of your product and customer experiences at various stages, reinforcing trust and encouraging conversions.

The key to including these reviews in your emails and general marketing is for it to seem natural and trustworthy. Have fun with the design, keep it on-brand, and ultimately, a good review can make every other proof point shine so much brighter. Interested in diving into some real-life email marketing using reviews? Check out some of my favorites in my collection.

Below is an example of an email you can use to highlight your reviews. Of course we always recommend editing the text to fit your brand's voice and unique place in the market. You may not have thousands of users, but those details and high numbers aren't necessary to create a compelling story.

Email

Subject Line: See Why [Product Name] is Loved by Thousands of Users!
Copy:

Hi [First Name],

At [Your Company Name], we're committed to providing you with the best [product/service] to make your life easier and more productive. But don't just take our word for it—hear what our customers have to say!

What Our Users Are Saying

"[Product Name] has completely transformed our workflow. It's intuitive, powerful, and the customer support is fantastic!"

— [Reviewer's Full Name], [Company Name]

"We've saved so much time and money since switching to [Product Name]. The recent updates have made it even better!"

— [Reviewer's First Name], [Industry/Company Size]

“I was initially skeptical, but [Product Name] has exceeded all my expectations. The team listens to feedback and constantly improves the product.”

— [Verified User at a Construction Company with 200+ employees]

Why Choose [Product Name]?

- Over [Number] Satisfied Customers: Join thousands of happy users who trust [Product Name] to enhance their operations.
- Average Rating: Our customers rate us [X] stars on average, reflecting our dedication to quality and service.
- Continuous Improvement: We value your feedback and consistently update our product to meet your needs.

Recent Improvements Based on Your Feedback

One of our users shared a concern about [specific issue], and we listened! Thanks to their input, we’ve implemented [specific improvement], making our product even better. Your feedback is invaluable to us!

Ready to Experience [Product Name]?

If you haven’t yet experienced the benefits of [Product Name], now is the perfect time to start. Visit our website or contact our sales team to learn more and get started.

Thank you for being a part of the [Your Company Name] community. We look forward to continuing to serve you and exceed your expectations.

SIGNATURE

P.S. Have a story to share? We’d love to hear how [Product Name] has made a difference for you. Share your review [link to review platform] and help others discover the benefits of [Product Name].

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