

Write a Review Day

Ways to Celebrate May 3 with TrustRadius

Write a Review Day is a national holiday that takes place on May 3 of each year. It was founded by TripAdvisor in 2022 after the tolls of the pandemic hit a lot of businesses. It was created as a day to encourage people to share their feedback on products and services as a way to help engage communities.

This day is a great opportunity to engage with your customers and ask them to write a review of your product.

Ways to celebrate Write a Review Day with your customers are:

- Include a section about it in your customer newsletter
- A dedicated email campaign series
- Ask your reviewers to update their old reviews
- Add a pop up on your website
- Announce it on social media platforms and hashtag #WriteAReviewDay
- Share articles on how to write a good review
- Add on an extra incentive for this campaign, like a company swag item. Not sure what would be a good incentive? [Click here for some ideas.](#)

With these various methods, you can direct your customers back to TrustRadius to write their review.

Of course you can also feel free to create your own emails, but we created an easy

copy-and-paste email campaign below for you. For the first email, you could send it out about one - two weeks before May 3rd. The second email can be sent on May 3rd.

Email 1:

Subject Line: We'd love to hear from you on Write a Review Day

Copy:

Hi [first name or there],

Write a Review Day is coming up on May 3, and we would love to hear from you! Write a Review Day is a national holiday that started in 2022 and is a day that you can share your experiences with other buyers like yourself.

We are partnered with TrustRadius, the number one trusted review platform for software buyers. If you leave us a well thought out review, you will also receive a **\$25 gift card** as our way of saying thank you. Can't wait till May 3 to leave your review? No problem, go ahead and [leave a review now](#) - you will still be sent a **\$25 gift card** once your review is published.

[Write review button]

Thank you for being a part of our community,

Sign off

Email 2:

Subject Line: Receive a \$25 gift card for Write a Review Day!

Copy:

Hi [first name or there],

Today is Write a Review Day and we want to receive your honest feedback! As a reminder, you will receive a **\$25 gift card** for reviewing us on TrustRadius. [Click here](#) on the button below to get started. We love hearing from our customers and want you to be a part of our reviewer community. To sweeten the deal, send us an email that you left a review and we will also ship you a mug to show our appreciation.

[Write review button]

This offer expires after today, so please get your review in now.

Thank you so much,

Sign off

We hope that you take advantage of Write a Review Day and share it with your customers to get them engaged and excited to review your products (especially if it is on TrustRadius)!

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