

About Your **Review Campaign in a Box**

Dear fellow marketers,

Having worked for teams both large and small, we know firsthand how it can feel to be a jack-of-all-trades and master-of-none. We have a lot on our plates from supporting sales, engaging prospects and customers, and communicating the ongoing value our companies provide.

Reviews should be a supplement to all those efforts: a way to educate prospects, engage customers, represent your brand, and provide sales with powerful ammunition to differentiate from the competition.

But knowing how busy you are, our team put together our best practices and package our tried-and-true resources for collecting reviews to save you from the planning stage. Everything you need to execute is included, with minimum effort required from your team:

- Outreach Best Practices (including email templates)
- Social messages and images to maximize engagement
- Phone scripts for account managers and customer facing teams
- Response examples to keep the conversation going

Additionally, (what kind of marketers would we be without the soft sell?), if you need any assistance or are ready to take your profile on G2 to the next level, we're here to help!

Here's to powering the customer voice,



The G2 Marketing Team