

# Email Marketing For Reviews

## Digital Estate Media Case Study



# How A Services Business In Arizona Generated Hundreds Of 5-star Reviews Via Email Marketing In A Week

- + Obtaining reviews for your business is one way of earning credibility to your business and winning the trust and confidence of your customers. However, establishing a feedback mechanism can be difficult and costly.
- + One of the fastest ways of obtaining feedback from your customers is through email marketing. But how do you engage your customers to obtain feedback for your services, especially for one-time services?





- + While you can engage returning customers and motivate them to buy more through personalized discounts, one-time customers can also promote conversion rates through their reviews and rating of your services.
- + Undoubtedly, it's never been easy engaging and following up with customers to share feedback for your services. However, with a well-mapped strategy, you will be surprised by how productive it can be for your business.
- + We engaged a services business owner in Arizona who was unsure of the steps to take toward engaging his customers via emails for an honest review so that he may know how to improve his services.
- + At first, it was difficult convincing the client that email marketing was a perfect idea to obtain reviews from his customers since the client had witnessed countless businesses invest in email marketing in the hope of an honest review, all in vain.
- + The client also shared that his wildest fears were on the ROI since the number of his customers was declining, and their effort to reach a new audience and generate new leads was fruitless.
- + Although the client wanted immediate results, we followed our well-thought strategy, and the results were unbelievable. The client exceeded expectations with our email marketing campaigns in just one week.

# The Challenge

- + We had two unengaged email lists. The customer email list had 13K contacts, while the Leads email list had only 1,500 contacts. Contacts on both lists had not received an email in 10 months. No email automation had been set up, and the client wanted immediate results.





- + There were no returning customers since most of the customers acquired one-time services. Also, their effort to reach a new target audience proved difficult since the audience couldn't find any feedback concerning their services.
- + In addition, the client was unsure of what he needed to improve for a better experience with his customers since they couldn't identify their customers' challenges and what they would wish to have apart from the services they offer.
- + With the information we obtained from the client, we devised a customized strategy to help the client obtain reviews for his business. Obtaining reviews would encourage more customers to buy from the client and improve customer retention.
- + It would also boost confidence and trust in new target audiences, opening an opportunity to target and retarget. Finally, for the leads already in place, reviews would instill confidence and trust and inform them why they should consider the client rather than their competitors.





# The Strategy

+ We started with the contacts on the client's customer email list. Remember, these are those who already have experience with the client's services. Since most of the customers only consumed one-time services, the probability of becoming returning customers was low.

+ Considering that most of the customers were not returning customers, we decided to use the customer email list to get more reviews for our client on Google, Yelp, and Trustpilot. So we created a Review Email Sequence and sent it out in batches.



- + We launched the Review Email Sequence to 5,000 contacts initially. That was almost half of the contacts in the customer email list. After that, we set the target reviews to 50, the email opening rate to 30%, and the CTR to 5% for the first 48 hours.
- + We also had email automation in place to ensure that our emails had the right message and reached the target audience at the right time.
- + In addition, we tracked email reactions to see the customers who opened the email and took no action, those who took action but never left a review, and those who never opened the email.

# The Results

- + Within 24 hours, we got 54 new unsolicited, genuine reviews on Google alone! We bagged 19 reviews on Yelp and Trustpilot in the first 24 hours. The results didn't slow until the 3rd day, and we got over a hundred reviews in total with one email.
- + The open email rate on the first email was 35%, with a CTR of 7.21%. While the reviews and CTR already exceeded our target, we also identified new opportunities for personalized emails and retargeting.



+ Customers who had opened the email clicked the call to action but never left a review were sent a personalized follow-up email. Also, customers who had not opened the email were sent a separate email follow-up.

To our surprise, the open email rate on the 2nd email was 68.09% with 8.04% CTR. In addition, customers who had opened the email clicked the call to action and didn't submit the review also received a customized follow-up email.

+ By the end of our Review Email Sequence, we bagged 159 reviews on Google, Yelp, and Trustpilot.

+ Generally, customers are willing to share their experiences, but the way to get them to do it must be strategic. Before the customer leaves a review, they want to understand a few concerns. For instance, "How will leaving a review for your service help me?"

+ Letting the customers understand the importance of leaving a review for the services they have purchased in a language that resonates with them encourages them. Also, It instills confidence and trust in your business.

+ While it may be challenging to come up with a strategy that takes care of your customers' concerns and adds value to your business at the same time, identifying an email marketing company to help with the strategy improves ROI, customer retention and lead generation.