



500

REVIEWS IN

3 MONTHS

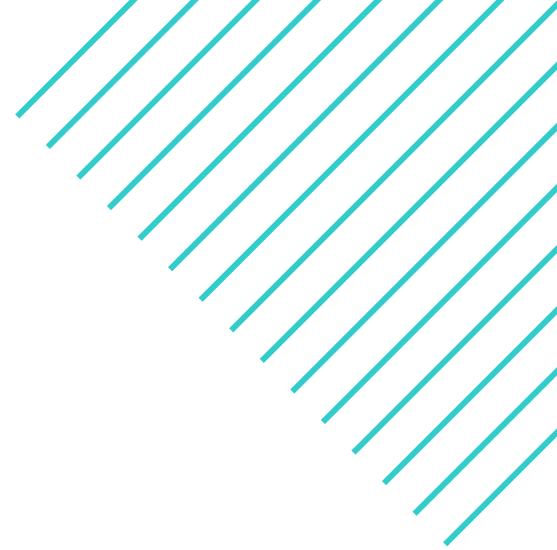
How Sage used review
marketing to its advantage

OMK REVIEWS

Sage

unlock
growth
consulting





500 reviews in 3 months: How Sage used review marketing to its advantage

How software provider Sage collected 500 reviews on OMR Reviews in a short space of time!

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EDITORIAL

THE RELEVANCE OF REVIEWS FOR B2B SOFTWARE PURCHASE

86%

of software buyers use review platforms like OMR Reviews to make purchasing decisions.*

Increased expenses for software and technology: this is what 70% of small and medium-sized enterprises expect in 2023, according to a Gartner study. While other industries are weakening, the software market continues to grow rapidly. In 2023, it will grow by eleven percent and with this to around \$880 billion, Gartner predicts. For Germany only, Statista expects sales in the software sector to reach almost 39 billion Euros in 2023.

The market offers great potential, but for many companies it is simply non-transparent. But choosing a suitable software solutions is essential, especially in view of the growing lack of qualified workers and increasing digitalisation. If a software is the gamechanger for one company, it may not fulfil all the requirements of another. Because of this, the search for the right software quickly becomes a challenge.

If you want to find the right business software, you don't always have to hire expensive analysts. What has been common practice in the B2C business for a long time has also been moving into the B2B sector for a few years now: User reviews. Why collect opinions about the next hotel stay, but not about the favourite CRM tool? Reviews provide honest insights about products, ensure transparency and help customers justify their purchase decisions.



Marvin Müller
Teamlead Marketing @ OMR Reviews

*G2 Software Buyer Behavior Report, 2021

INCREASING REACH THROUGH USER GENERATED CONTENT



“Asana is the key to our team’s success!”

M

Marcel

Verifizierter Reviewer



“Excellent feed management tool with great contacts and fast support”

E

Eileen

Verifizierter Reviewer



“Powerful tool for automation of marketing processes”

S

Sascha

Verifizierter Reviewer



“Swiss army knife for multichannel sales”

M

Markus

Verifizierter Reviewer

Where customers rely on the experiences of others, there are great opportunities for software providers to sell their products. Thanks to user-generated content, review marketing strengthens - which also includes reviews - transparency and better rankings in search engines. This increases organic reach, builds trust, and provides potential customers with an important basis for deciding whether to buy software.

For the B2B market, review marketing is an important measure that software providers should consider in their marketing mix. Platforms such as OMR Reviews help to gather feedback from users. For the first base of reviews, especially the commitment of the companies, is necessary. They are the ones who can reach out to their customers best and ask for feedback.

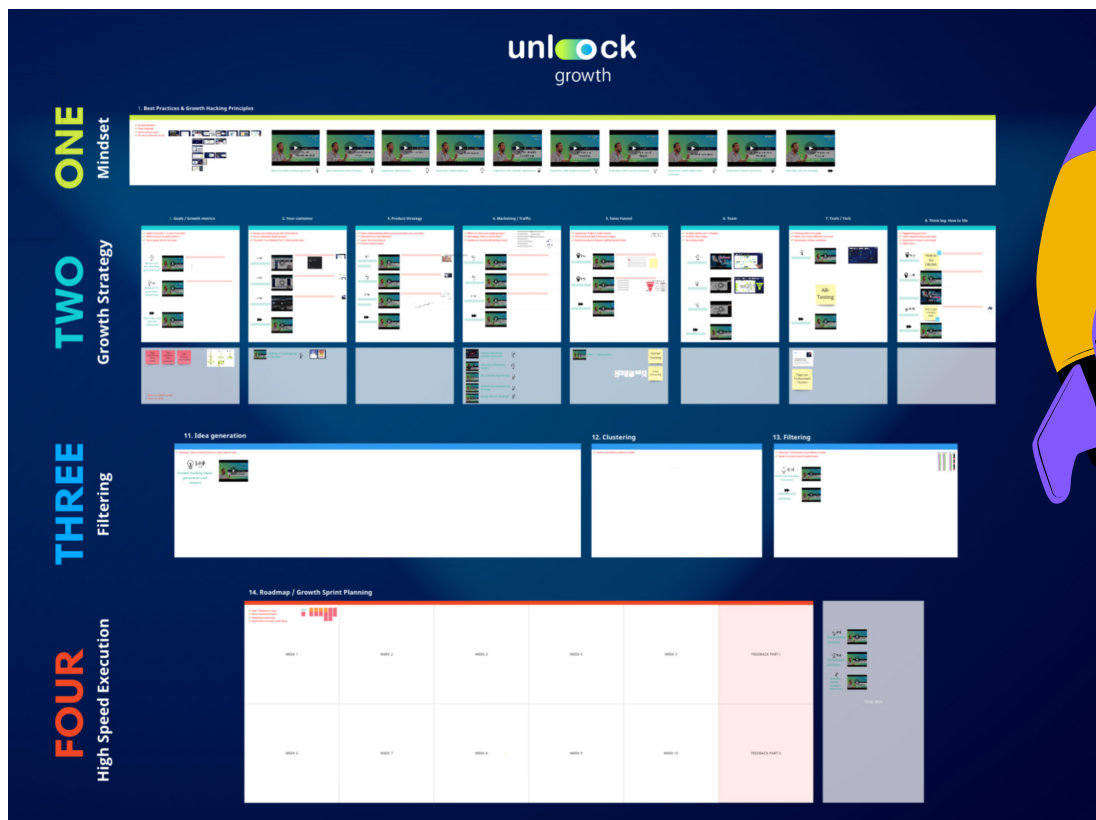
Also, Sage has recognised the relevance of review marketing. With the help of various measures, the software provider encouraged its users to share their experiences on different platforms in 2022. Within a short time, more than 500 reviews were posted on OMR Reviews - an increase of more than 1,000 percent.

You can find the most important results of the campaign in this case study - including helpful tips for effective review marketing.

GROWTH HACKING FOR QUICK RESULTS

Because potential customers make their purchasing decisions even more frequently with the help of reviews, Sage wanted to specifically increase its relevance on review platforms for software, tools and service providers. These platforms can not only increase trust in a brand and its products, but they are also important drivers of high-quality traffic to the software providers' own sites.

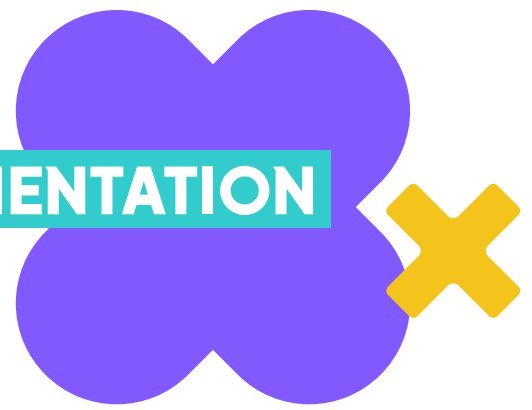
To achieve this marketing goal, Sage launched a growth hacking project in the beginning of 2022. „We wanted to generate 2,000 customer reviews in three months,“ says Alexander Feist, Senior Manager Paid Media & SEO at Sage. Growth hacking is a discipline of growth marketing. With the help of small tricks (hacks), it should contribute to the fastest possible growth of a company. The focus is on measures, which, for example, lead to more registrations, purchases or even ratings.



Sage started this growth hacking process together with Unlock Growth. The consultancy based in Cologne has been supporting companies from start-ups to corporations in their growth processes since 2017. The focus is on growth marketing, CRM (customer relationship management) and go-to-market.

The growth hacking project was supposed to be a growth strategy with reviews as a basement for Sage. A target platform of measures: OMR Reviews. „We chose OMR Reviews as a partner because of its extremely good visibility. In addition, the reviews structure is very balanced and the platform is not quite as anonymous as others because of the verification,“ Alexander Feist explains the choice.

FROM STRATEGY TO IMPLEMENTATION IN 5 DAYS



What particularly distinguishes Growth Hacking is the speed with which measures are developed, implemented and their effects measured. „We started quite early and were already implementing the strategy after five days, which is rather untypical for groups like Sage,“ Alexander Feist tells us.

In the first step of the project, the Sage team worked with the experts from Unlock Growth on various questions related to the company's goals.

For the software provider, the results are the following to-dos and insights:

1 The hurdle to submit a review on OMR Reviews must be as low as possible.

2 The focus should be on existing customers, as they are the ones who are most willing to submit reviews.

3 Unlike one-off measures, the hacks should be able to be integrated into existing marketing processes and thus run automatically or be easily repeatable.



The next step was to look at the target group: How can they best be reached and which measures will particularly encourage them to give reviews? Incentives, for example, should be a way, but other than the Amazon voucher that is normally used in the industry.

The implementation should occur through different channels:

- Emails to customers
- In-product news/pop-ups, i.e. instructions on how to submit evaluations within the tools
- Product training and customer events
- Retargeting ads on LinkedIn
- Integration of sales and customer service

Besides OMR Reviews, OMR itself was also an important channel for the software provider:

„In between, we were also present at the OMR Festival to get to know our partner personally and to exchange information about the current status of our hacks and other planned activities,“ says Alexander Feist.

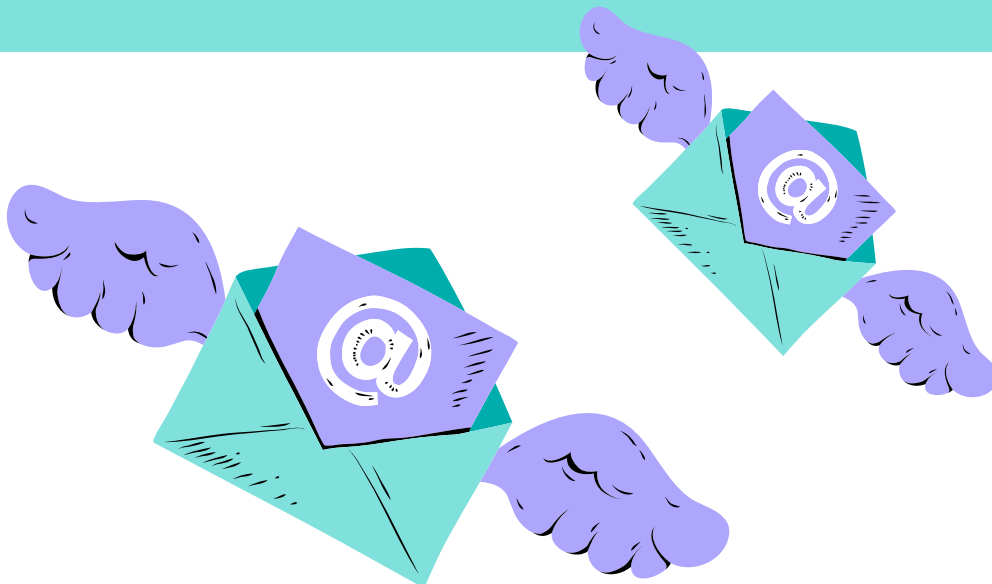
8 REVIEWS-HACKS FOR YOUR COMPANY

Collect as many reviews as possible as quickly as possible, but how? The project has shown some helpful measures for Sage to collect reviews. These eight hacks can help your business get more software reviews - and to finally generate valuable traffic and conversions.

E-MAIL-MARKETING

Classic email marketing offers you many opportunities to get in touch with your customers and encourage them to take action. „This was actually one of the most successful tactics,“ says Patrick Lange, direct marketing specialist at Sage. The company has tested many different email variations and -content and has found these tips for your emails:

- 1** Segment your customers, for example according to products and intensity of use. This way you can contact them precisely. In general, it can help to work with different target groups, for example with personas.
- 2** Test the address with the help of A/B testing: Is it better to be formally addressed? Also formulate appealing subject lines to motivate recipients to open.
- 3** Use A/B testing to find out which incentives work best for your customers.



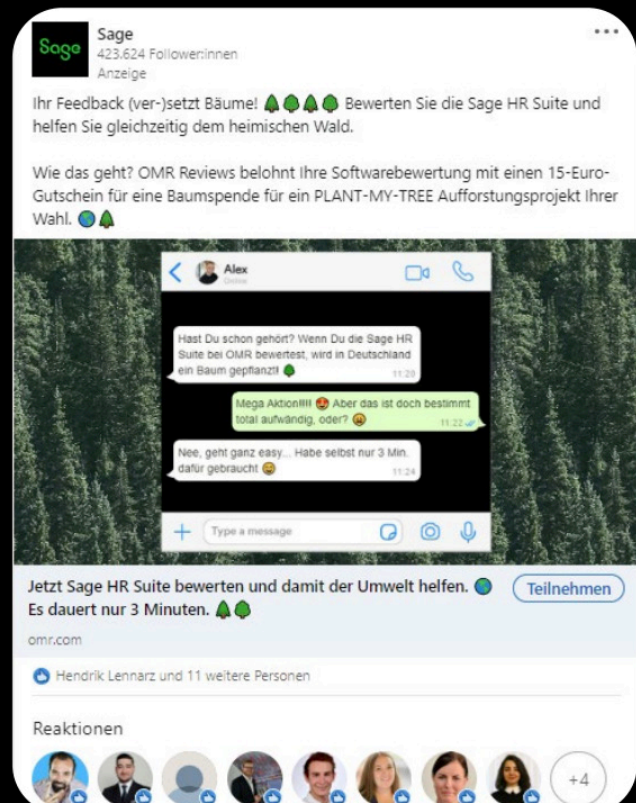
SOCIAL MEDIA



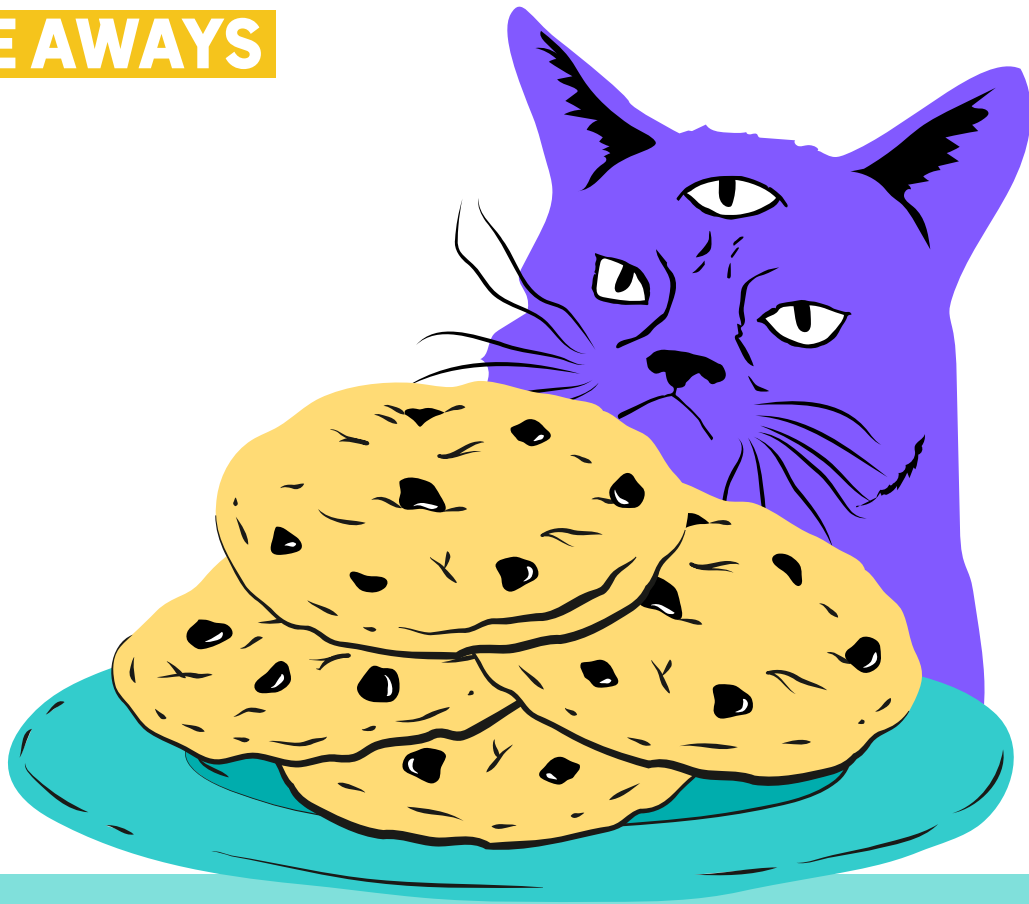
Social media can be an important channel for generating customer reviews. Here you reach a broad target group and have the opportunity to interact with them in real time. „If you have a budget for generating customer reviews, you should definitely be using paid social channels,“ says Andy Newman, online marketing expert at Sage.

4

Use social ad retargeting to alert your existing customers to promotions. On platforms such as LinkedIn, you can also add customer lists to the campaign manager and target your customers more effectively by adding them to your target group.



GIVE AWAYS



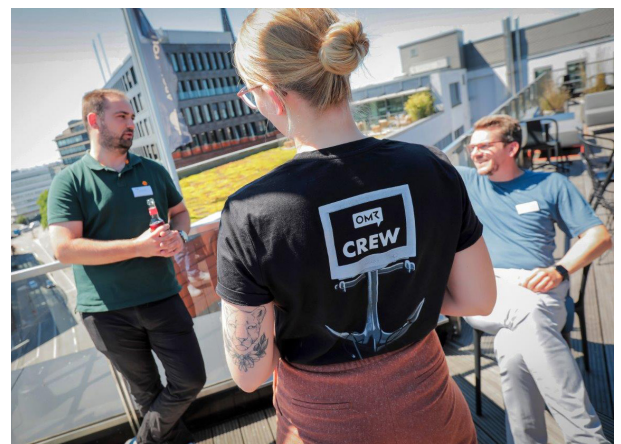
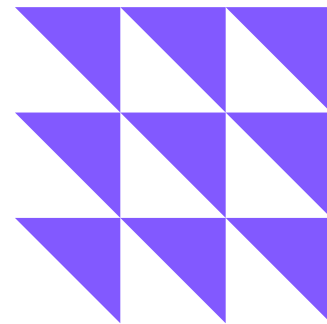
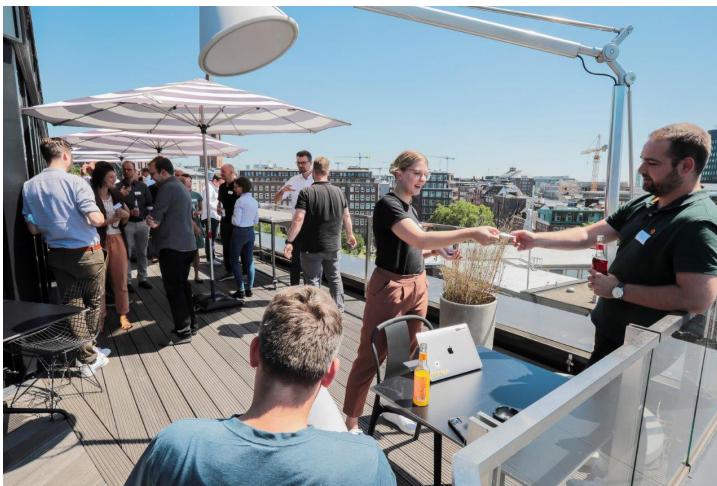
- 5 Give aways are a good incentive for submitting reviews. Especially unusual incentives can be a strong driver here. However, the prize must appeal to your target group so that they are willing to provide feedback.

In addition to several small incentives, Sage also planned a very special incentive for its users: five VIP weekends for two people in Hamburg were given away among all existing customers who submitted a review on OMR Reviews. This included an overnight stay in a five-star hotel and a limousine service. In addition, ten euros were donated to Frankfurter Tafel e. V. for every published review - this raised 3,340 euros.

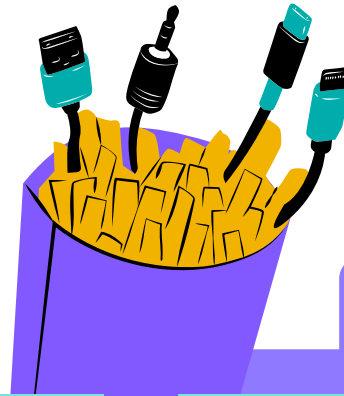
EVENTS

Sage has also benefited from events: Both live and online, the software provider used various methods to encourage event participants to give reviews for its products. „At the face-to-face seminars, we distributed advertising material that once again asked for reviews. We promoted the tree planting campaign and had branded seed bombs. During the training breaks, we also displayed slides asking for product reviews,“ says Patrick Lange. „Every time there was a presence event, reviews came in directly.“

- 6 Use customer events to actively promote the submission of reviews. This can be done with goodies or break actions or by addressing your participants in follow-up emails.



IN-PRODUCT

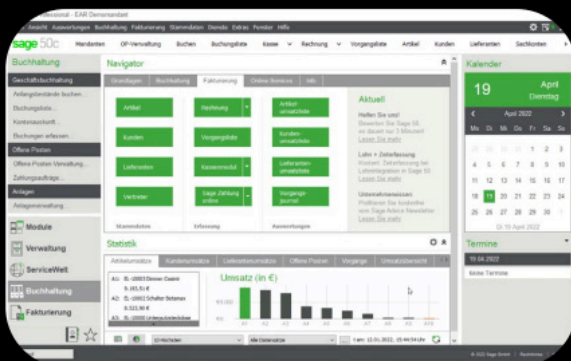
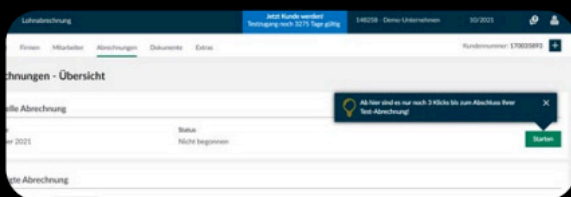


7

Communicate product news and other news directly in the software. In this way, you can collect feedback from your customers, for example with the help of pop-ups or banners.

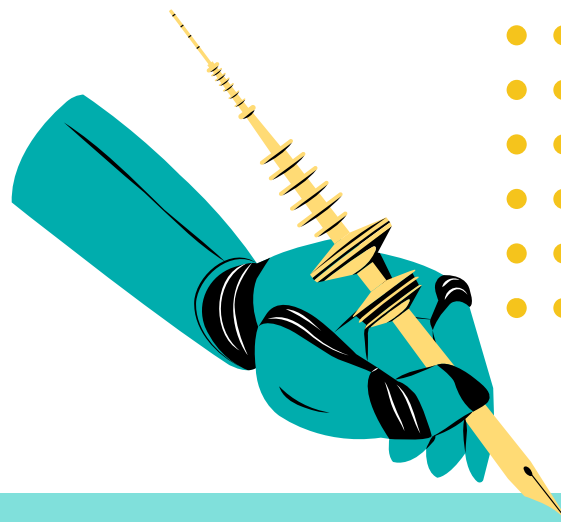
8

Following a classic NPS (Net Promoter Score) survey, encourage your customers to make their rating public on OMR Reviews.



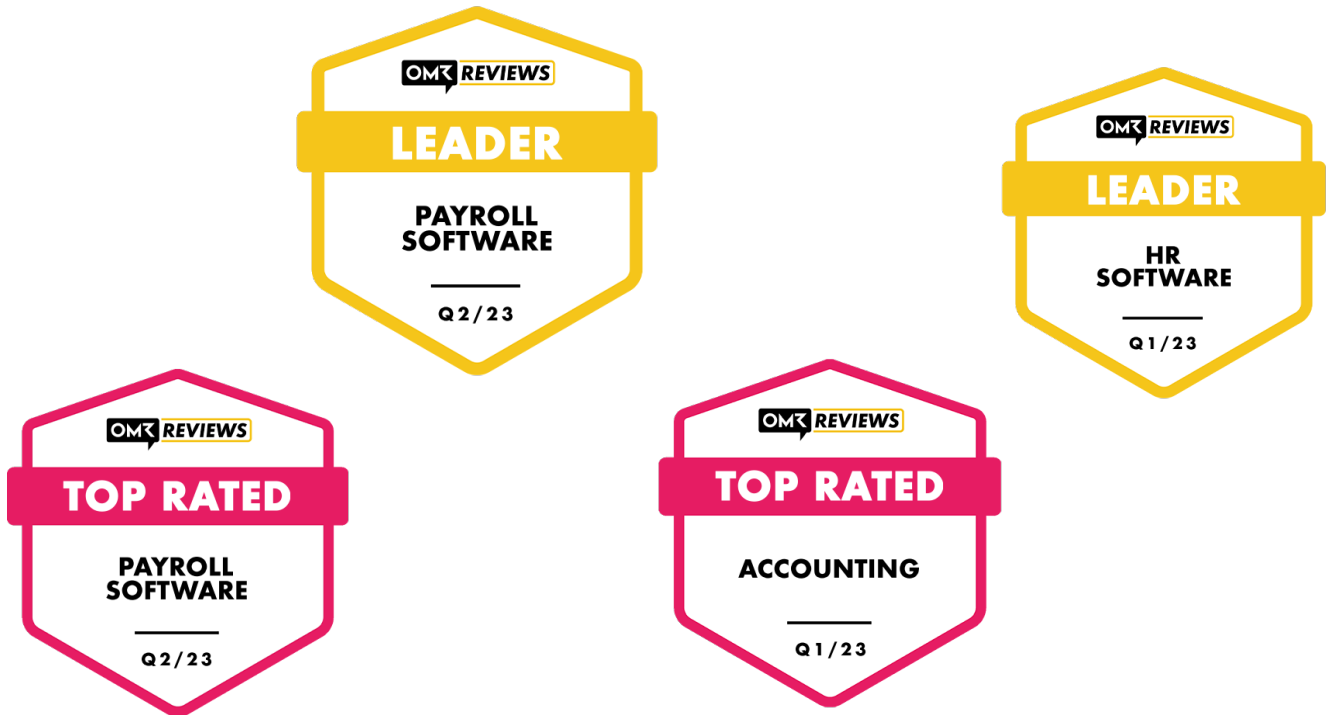
This is what Sage did: „We were able to interact with our customers directly in the product via targeted in-product news to motivate them to evaluate their software,“ says Andy Newman. The software provider had various options here: The cloud products in particular offered a good technical basis for integrating such calls. „We were not only interested in the software evaluation, but also in feedback for the optimisation of our products,“ adds the online marketing expert. The tool Pendo was used for this purpose. You can find out more about this tool [here](#).

8 REVIEWS-HACKS CHECKLIST



- 1** Segment the emails to your customers according to products and intensity of use.
- 2** Experiment with email targeting using A/B testing.
- 3** Which incentives work well with your customers? A/B tests can help here, too.
- 4** Use social ad retargeting to alert your existing customers to promotions.
- 5** Give Aways - the more unusual the better - are a good incentive for submitting reviews.
- 6** Use live events to ask your customers for reviews in-person.
- 7** Use in-product news features to ask for reviews directly in the software. Pro tip: define triggers (e.g. activation milestones) at which your users are most likely to submit reviews.
- 8** Use NPS queries as a starting point to ask customers for detailed reviews on OMR Reviews.

AMBITIOUS GOALS AND IMPRESSIVE RESULTS



Sage's goal of collecting 2,000 reviews across different platforms within three months was definitely ambitious. However, the growth hacking approach paid off and, in addition to 515 reviews on OMR Reviews, provided the software provider with important insights for addressing its customers. In addition to the usual vouchers used in the industry, incentives with a non-material value were particularly effective: for example, trees were planted or donations collected for new reviews, and hints about seed bombs encouraged users to rate Sage software. These giveaways generated new ratings in 80 percent of the cases and were therefore particularly successful. Another important learning from the growth hacking project: Besides classic emails, face-to-face events are a good channel for collecting new reviews. But give aways can also encourage customers to take the time to write a review. With the raffle of five VIP weekends in Hamburg including exciting extras, Sage has created a special attraction: Already in the first hour after publication of the raffle, 155 reviews for the provider's products were received on OMR Reviews. In total, more than 330 reviews were published on the rating platform and several software products achieved top-rated status.

ALWAYS THINK ABOUT REVIEW MARKETING

Over

74%

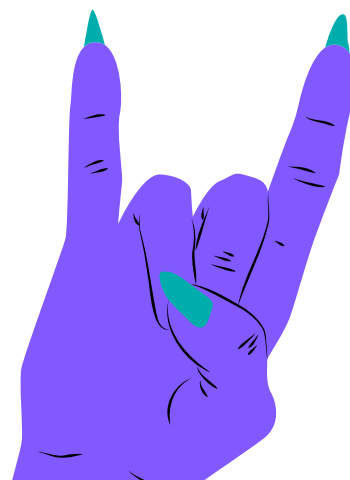
Over 74% of software decision-makers not only read reviews, they also write them themselves.*



25%

Just under 25% have never written a review.

Whether growth hacking or the classic approach: It is important that software providers recognise the relevance of review marketing and use it specifically for themselves. Thanks to user-generated content, review platforms are an important channel for organic reach. And this affects not only B2C products, but also the B2B sector. At the end of the day, real people make decisions here, too - and the experiences of users offer at least the same added value as reviews on hotel platforms for the next city trip.





WHERE TO START?

It is never too late to include review marketing in your own marketing mix. Those who position themselves well and pay attention to the power of reviews can always profit from user reviews - not only in terms of reach, but also in order to recognise optimisation potential at an early stage.

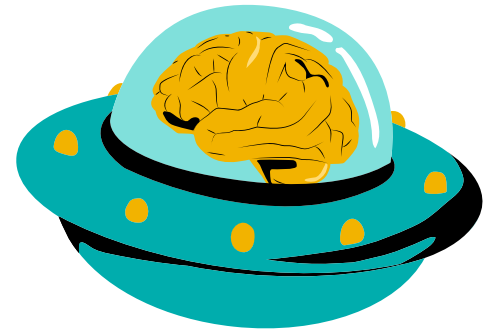
It is important that responsibilities are regulated and that a team takes care of the review marketing of a company. As soon as the software is placed on review platforms such as OMR Reviews, the generation of user reviews can begin. The tips presented here can help with this.

You also want to know how you can push your company's review marketing further? The OMR Reviews team will support you. Contact us and together we will take your review marketing to a new level.

[CONTACT](#)



PROJECT PARTICIPANTS



Sage

Sage was founded in 1981 in Newcastle, UK, and has since grown to become one of the world's largest providers of business software for small and medium-sized enterprises. Sage employs around 11,000 people worldwide and supports customers in Europe, Africa, Australia, Asia and North America. Sage is represented in the German SME sector with around 250,000 customers, around 500 partners and 630 employees.

OMR REVIEWS

OMR Reviews brings transparency to the SaaS market. Over 40,000 reviews by real users for more than 4,000 B2B software products provide orientation that has been missing for a long time. On OMR Reviews, companies get helpful insights into software solutions in over 140 categories and can thus make independent software purchasing decisions.



Since 2017, Unlock Growth has guided over 500 teams from start-ups, scale-ups, enterprises and large corporates to master their individual growth challenges in the areas of Growth Marketing, Sales, CRM and Go-toMarket - across industries. Already collecting reviews and want to become a category leader at OMR Reviews like Sage? Feel free to contact Unlock Growth Haus Köln.



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