



TRUSTist Email Templates and Email Signature

We have developed an email signature, designed to prompt people to leave a review if they are so inclined.

We have also developed two email templates in Campaign Monitor, one for BPS and one for Swim Academy. These are to pro-actively go out and get reviews from your customers.

Campaign Monitor Templates

The guidance is to send these to customers after they have been swimming with us for a few weeks to allow them time to settle in and really start to love their lessons and their teacher. The suggestion is to wait until the first monthly payment goes out. At this point we can assume they are committed past their first 10 lessons.

Please remember that sending emails to less than 5 people from Campaign Monitor is not sustainable – they block our accounts if this happens too often. Therefore, you need to plan, with your office teams, to maybe do one send a week to those who fit the criteria of having made their first monthly payment.

This fits in with us recommending that you try and get one new review every week to keep your content fresh and relevant. This not only helps SEO but also, for those potential customers reading your reviews, keeps it up to date.

The templates are called ‘TRUSTist Reviews’ and ‘Swim Academy TRUSTist Reviews’ and are in all your Campaign Monitor accounts. You need to do the following to them before sending them out:

1. Link the TRUSTist logo to the URL you all have from TRUSTist where people can leave a review. You do this by going to create a campaign as usual and clicking on the TRUSTist logo in the template and you will see a menu pop up on the left with a field for the ‘Link’.
2. You also need to add your own contact details to the bottom of the template

It is also an option to add an incentive for people to leave a review. You need to be careful with this and make sure it doesn’t constitute bribery to leave a good review but it is very acceptable to, for instance, offer entry into a prize draw for leaving a review. You would need to decide how often a winner would be drawn, what the prize is and how you would identify the winner. If you wanted to do this, you could just add a text box to the email template detailing the incentive.

Visuals follow on the next page.

No images? [Click here](#)



Now you've been swimming with us for a while, we'd love to know your thoughts...

Our mission is for every child to love and respect the water and to swim beautifully and we'd love to know how you think we're doing.

Like many of our customers, you may have found customer reviews of our lessons useful when making your choices about who should provide swimming lessons for your child. We invite you to add your opinions and hopefully someone else will find them useful.

It's easy to leave a review!

Through our independent review partners, TRUSTist, you can leave a review in one of three ways, you choose the one that suits you. Just click on the TRUSTist logo.



Thank you, your feedback is appreciated and we use it to help us provide the best service we can to you and others.



Puddle Ducks HQ



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Puddle Ducks HQ
01477 410083

Email Signature

There are two versions of an email signature that we recommend you use. I know many of you have additional messages in your email signatures which you can still use underneath this new version. You may have certain email addresses you want to apply this to but we ask that you keep them looking consistent with these visuals and professional looking. If you want us to take a look at email signatures we are happy to comment but they have to be created locally on your devices so we can't provide a version for you to just use. You all have to set up your own links etc. within them.


The two versions allow you to invite customers to read reviews or leave you a review, depending on your objective. You may use different ones on different email addresses.




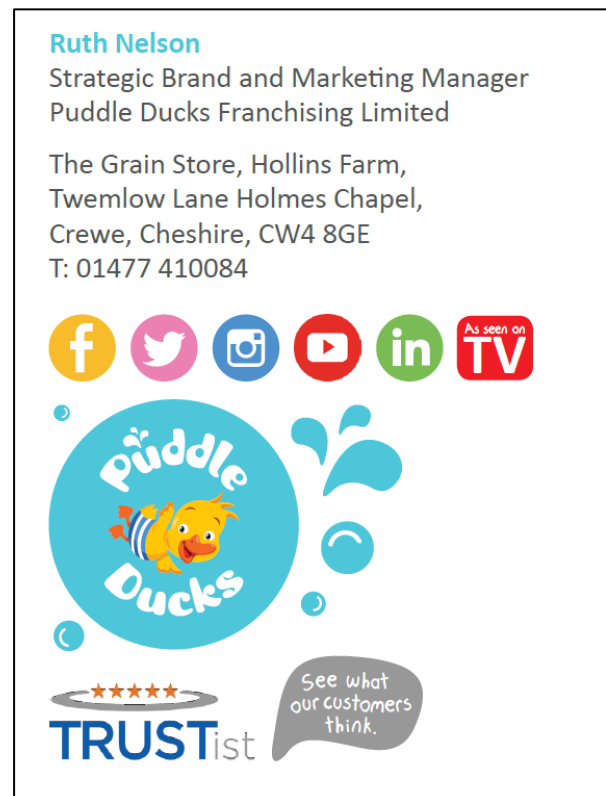
Ruth Nelson
Strategic Brand and Marketing Manager
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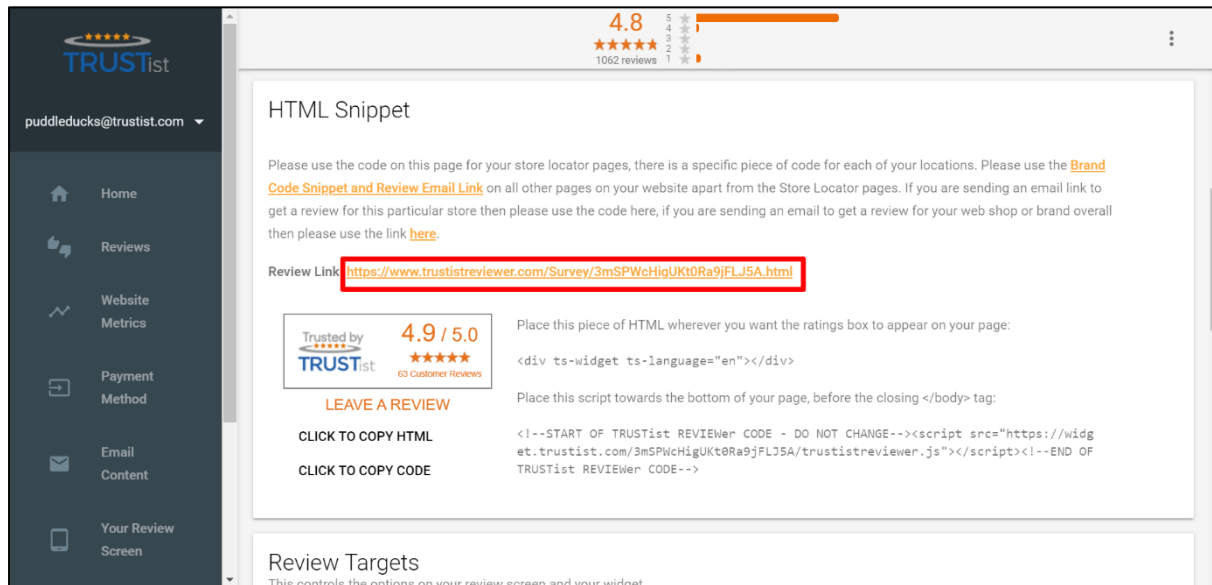
 

To amend your email signature, you need to go to Outlook, click on File>Mail>Signatures and then you create a New signature – you can copy and paste existing bits from your old signature if you want and then add in the new bits. To adjust the size of an image you have inserted, you right click, select Picture and then use the size tab to adjust the size %. I used 37% of the original size for all the social icons just as a guide. Once you are happy with the size, you right click on the image again and select Link to hyperlink the image to the right URL.

URLs

If you want to link people to the collated Reviews and Recommendations, then you can use the URL www.puddleducks.com/reviews-and-recommendations

You find the URL to send to your customers to leave reviews in your TRUSTist accounts in the following place:



The screenshot shows the TRUSTist dashboard for a user named 'puddleducks@trustist.com'. The dashboard has a dark sidebar with navigation options: Home, Reviews, Website Metrics, Payment Method, Email Content, and Your Review Screen. The main content area is titled 'HTML Snippet' and provides instructions for using the code on the page. It includes a 'Review Link' field with a URL: <https://www.trustistreviewer.com/Survey/3mSPWcHigUKt0Ra9jFLJ5A.html>. Below this, there is a preview of a TRUSTist widget showing a 4.9/5.0 rating with 63 customer reviews. The widget includes a 'LEAVE A REVIEW' button and 'CLICK TO COPY HTML' and 'CLICK TO COPY CODE' buttons. The code snippet provided is:

```
<div ts-widget ts-language="en"></div>
```

 and

```
<!--START OF TRUSTist REVIEWer CODE - DO NOT CHANGE--><script src="https://widget.trustist.com/3mSPWcHigUKt0Ra9jFLJ5A/trustistreviewer.js"></script><!--END OF TRUSTist REVIEWer CODE-->
```

Google vs Facebook vs TRUSTist

There is never a wrong place to leave a review and are benefits to all three. If a user leaves a review on Google, these hold more weight with Google (funnily enough!) than any other review platform so if you can encourage customers to leave their review on Google then do so – but don't do it at the detriment of not collecting a review – if they want to use the TRUSTist link and not bother logging into either their Facebook or Google profile, then take this. TRUSTist do two things with this; firstly, they post it straight to your Facebook account as relevant fresh content and secondly, they send the reviewer a series of emails encouraging them to add their review to Google if they can.