



Product Reviews and Social Proof

Hey guys, Mario here with your next video about getting product reviews and getting some social proof before you launch your product on Amazon.com.

So, you did your product research, you found your niche, you found your bundle. You've created your listing, you've optimized your title, you've optimized your bullet points, you've created a really good description, you've actually made some high converting photos and infographics for your listing and you're ready to go.

But before you launch, I would really strongly advise that you have some kind of social proof, at least five to ten reviews on your listing before you spend the money to launch.

Now, this is pretty cut and dry, there's no really big secrets and tricks to this because we all know that Amazon's terms of service does not allow you to give away your product at a discount in exchange for any reviews anymore. It's been like that for a while. So, we really, really kind of have to do it the right way. We don't want to go down the wrong road.

So, the most basic trick in the book is friends and family, okay. You're going to want to give some of these products away or at a discount to some friends and family.

But the only thing with that is you just can not be connected on social media with them at any point. Once they leave the review and some time goes by, like a week or so, you can connect yourself back with them, but you do not want to be connected with anybody on social media that's leaving you a review.

Okay, so you can even ask a friend of a friend that maybe you're not friends with. This is what basically everybody does to get at least the first few reviews for yourself. And then, basically, the percentage of reviews is about 5% of buyers are going to leave your reviews.

But also what you can do is to up that percentage, is you can do an email campaign.

So, what I use is Feedback Genius, and what that does is it basically emails my customer when they receive the item, just to kind of give them a little email about hey, if you have any questions about a product, let us know.

If there's any issues, let us know so we can handle it in a timely manner. We're 100% customer service here, whenever you need us, 24/7. You know, just kind of making the customer feel comfortable about it.

And about seven days after they receive their item, they're going to get another email from us stating, basically the same thing, we're a small business, we rely on reviews to help us grow. We hope your enjoying our product, if you can kindly take the time out to leave us a honest product review.

Do not ask for a review in exchange for anything, any of that. It's against Amazon's terms of service, so you just ask them. And they have templates and stuff on Feedback Genius.

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There's other companies that do it, as well. I believe that Jungle Scout has a software that does that, as well.

But that's how you get some social proof. So before you launch, you're going to want to sell some items, run some PPC. Get some sales velocity going.

Hopefully get some organic reviews. If you need some help from friends and families to begin with, you'll have to do it without any type of connection through social media whatsoever. And then, once you get about five or ten, you can run the launch and then the reviews will start coming in, you know, 5%.

And I forgot to tell you, if you run the email campaign, it'll boost your percentage to about 15% of people that buy that will leave you a review. So, it'll boost it from 5% to 15%.

So that's all for that, and I will see you on the next video.



Mario