



Welcome to the Trustpilot Partner Program

Next Steps for Making the Most of Our Partnership

We're so pleased that your agency has chosen to partner with Trustpilot to help your clients grow and show trust in their brands. In order to make the most of our partnership, this guide will cover the next steps for bringing Trustpilot to your clients and making their subscriptions successful.

Here's what you can expect from this guide:

1. How to update partner directory listings
2. Mapping our client bases
3. Identifying ideal Trustpilot prospects among your clients
4. How to make a referral
5. Co-selling with Trustpilot
6. Co-marketing with Trustpilot
7. Achieving success for clients
8. Receiving referrals from Trustpilot
9. Conclusion and checklist



Update partner directory listings

Add Trustpilot to your website

Add a Partner Badge to your website to let visitors know you're an official partner. [Click here to download the badges](#). If your site features a partner directory or you'd like to feature more information about Trustpilot, let your Partner Manager know. We're happy to help you add the appropriate information.

Add the Trustpilot Certified Partner Badge to your Clutch.co listing

[Clutch.co](#) is a guide for businesses searching for digital agencies and consultants. More than 400,000 buyers search Clutch's 42,000 listed agencies every month to find the right partner for them. As a Trustpilot Partner, you can add a certified badge to your agency's Clutch.co profile.



To add this badge to your agency's Clutch.co profile, tell your Partner Manager you want to opt in. By opting in, you agree to let us share your contact information with Clutch. They will only use this to confirm that your profile details are accurate.



Client mapping

We strongly recommend exchanging lists of our clients and prospects to identify our mutual contacts. This maximizes the value of our partnership for you, for us, and for our clients:

- We'll introduce you to the Trustpilot Customer Success Managers for any of our existing mutual clients. They'll help you understand and align your clients' Trustpilot strategies with larger goals. For example, if you manage PPC for clients, we'll help you make sure those clients are using Trustpilot to get Google Seller Ratings, which increases the ROI of PPC.
- We'll invite you to join sales conversations we're having with your current clients. Add value to client relationships by helping them choose Trustpilot and onboard.
- We'll facilitate introductions to our clients whom you identify as ideal prospects (reliant on our strong relationships with those clients, and your reciprocation).
- Identify joint case study opportunities, which can be used to bolster our co-marketing activities.
- Depending on the size of the overlap, we can offer special events, promotions, or content for your audience.

We will NOT use your list to:

- Sell or exchange the information with third parties.
- Prospect. We do not share this list with our sales team, unless formally discussed as part of our go-to-market strategy for the partnership. (We have a large outbound sales team, so if your client is already receiving outreach from Trustpilot, they likely have been identified as a good fit for our solution.)

The next steps to map our clients are:

1. Ensure we have an up-to-date NDA in place (ask your Partner Manager for our standard NDA if we haven't already signed one).
2. Share a spreadsheet with a list of your client accounts with your Partner Manager (**important:** include each client's website domain if you store it in your CRM).
3. We'll return a list of our mutual clients, as well as our full customer list.



Identifying an ideal prospect for Trustpilot

We identify ideal prospects with the appropriate budget and initiatives using these criteria:

- ☐ \$4M+ in annual sales
- ☐ 400+ monthly transactions
- ☐ Alexa ranked top 1M
- ☐ \$5K+ in monthly PPC spend
- ☐ No Google Seller Ratings or Rich Snippet Stars
- ☐ No or poor online reputation

These pain points are a good indication that a client could benefit from Trustpilot:

- “My business doesn’t stand out on search pages.”
- “My PPC conversion rates aren’t high enough.”
- “Visitors to my site don’t trust us enough to transact.”
- “We have poor reviews on sites like Ripoff Report.”
- “The testimonials that we put on our website look fake.”

This is suggested as a guideline only. Trustpilot counts all kinds of online businesses as customers and many types of merchants have found measurable success with our platform. As brick-and-mortar retailers and service-based businesses establish digital presences, they need to manage their online reputations and showcase trust even if they don’t exclusively transact online. Our customers represent all industries in categories like:

- eCommerce merchants
- Service-based businesses
- Subscription businesses
- Disruptors and newcomers challenging legacy industries
- Businesses looking to stand out in highly saturated markets
- Businesses with constantly changing products
- High transaction value and luxury businesses
- Businesses with advanced data security requirements
- Multi-location retailers

If you have a question about a specific client, just ask! Your Partner Manager is happy to help uncover if Trustpilot is right for them.



How to make a referral

Once you've identified a client that you think is right for Trustpilot, you have several options to refer them and receive credit for doing so.

- Ask your Partner Manager for a unique referral link, where your agency can submit referral leads.
- Ask your Partner Manager for a unique landing page, where your clients can request demos.
- [Use this form to submit a referral](#): this form is for internal use only. Please do not share with clients.
- Connect us personally: introduce us by phone or email.

If your client reaches out directly or requests a demo, make sure they tell us that you referred them.

What happens when you make a referral?

Regardless of the method used to make a referral, our Partner Managers personally review each. They'll work with you to provide a customized sales approach to the referral with a senior sales representative. Referrals do not go into our standard sales queue and will only receive tailored follow-up and messaging appropriate for our partnership.



Co-selling with Trustpilot

We want your team to feel comfortable talking about Trustpilot and recommending us to your clients. We know that all organizations operate and learn differently, so we prefer to work with you to determine the best way to train your client-facing and dev teams.

Some ways we can make that happen include:

1. Web trainings or overviews just for your team
2. In-person trainings (we'll bring your choice of food and drink!)
3. Access to our [Partner Portal's library of content](#): including sales decks, feature guides, pricing sheets, thought leadership, and other content (**password: partners2018**)
4. Ad hoc content or events: if your team or clients would benefit from something not yet in our arsenal, we'll work to produce it

Speak with your Partner Manager to schedule any co-selling activities.



Co-marketing with Trustpilot

The Trustpilot marketing team is here to help make our partnership a success. We're always open to producing, sponsoring, or hosting co-branded content and events exclusively for or with your business.

Read our full overview of co-marketing opportunities and process on our Co-Marketing Guide (found on the [Partner Portal](#)).



Achieving success for your clients

We're proud of our 89% customer retention rate. We've achieved this level of customer commitment and satisfaction by identifying behaviors and actions that lead to success, and by helping our customers complete those steps. As an agency partner, you're able to help us encourage mutual clients to take the steps that will ensure their success.

Product usage indicative of success

Our most satisfied customers have taken the below actions, which are most likely to lead to the biggest results.

Automate review invitations

Use AFS or one of our integrations to automatically invite all customers to leave a review.

- ✓ Generate enough reviews to achieve Google Seller Ratings, which increase Google Ads CTR by 10% on average
- ✓ Maintain a steady supply of recent reviews which are more compelling

[Support Guide: Trustpilot's review invitation methods](#)

Install TrustBoxes on site

Embed Trustpilot's SEO-friendly widget on your client's website home page and near all conversion points.

- ✓ Achieve rich snippet stars which increase conversion 35% on organic search results
- ✓ Proven to increase conversion on site 58%

[Support Guide: How to configure and implement TrustBoxes](#)

Respond to reviews

Ensure your clients have a strategy or dedicated team member to respond to negative reviews.

- ✓ Increase TrustScore by resolving customer issues
- ✓ Demonstrate commitment to customer satisfaction



[Support Guide: Working with reviews](#)

Going Above and Beyond for Your Clients

By completing the above steps, your clients will find measurable success with Trustpilot, but with your guidance and support, they'll achieve further benefits, leading to a stronger relationship with your agency. Here's what you can do for them:

Use Trustpilot ratings and reviews in digital and print advertising.

If you're directly involved with clients' advertising efforts, leverage their high TrustScores and positive reviews in marketing efforts to demonstrate consumer confidence throughout the customer lifecycle. If you're not responsible for their advertising efforts, encourage them to do so.

[Support Guide: Getting started with Trustpilot Marketing Assets](#)

Uncover trends and deliver insights with Trustpilot's reporting tools.

Use the data we collect to make recommendations to clients: other opportunities to feature reviews, more efficient methods of collecting reviews, scalable solutions to customer service issues, and any other creative insights you can find.

[Support Guide: Overview of analytics tools](#)

Offer Trustpilot as a managed service.

We've outlined the steps your agency can take on each Plan to offer Trustpilot as a managed service:

Plan	Features	Managed service add-ons
Lite	✓ 300 review invites per month ✓ 5 widgets ✓ 1 domain	✓ Profile page set-up ✓ Widget integration ✓ Invitation design ✓ Manual invitation set-up ✓ Review response management
Pro	✓ 1,000 review invites per month ✓ 20 widgets	All of the above, plus: ✓ Social integration and management ✓ Customer feedback segmentation

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	✓ 2 domains ✓ Kickstarts ✓ Tagging ✓ Facebook integration ✓ API ✓ Product reviews	✓ Product review set-up ✓ Product Listing Ad set-up ✓ Google Ads set-up ✓ Automatic invitation set-up
Enterprise	All of the above, plus: ✓ Multiple domains ✓ Private API ✓ Trusted Insights	All of the above, plus: ✓ Customized integration ✓ CRM integration ✓ Statistics and analysis ✓ Unique link/embedded review form set-up



Receiving referrals from Trustpilot

Our customers and prospects often turn to their Trustpilot representatives for advice when searching for an agency or consultant. Here's what you can do to help us recommend you with confidence and to receive more referrals:

1. Provide as much detail as possible on your ideal client profile and your key services and differentiators. We'll add this information to our internal agency directory so we know when you could be a good fit.
2. Meet our team: present in person to our customer-facing team so they understand what sets you apart and when to recommend.
3. Work with our Customer Success team on our existing mutual client accounts. This is a great way to create internal buzz among both our teams. In our experience, it leads to some of the highest and most successful referral rates.
4. Swap customer lists: share your customer list with us, and we'll share ours with you. If you identify strategic accounts on our customer list, we'll facilitate an introduction.
5. Share referrals with us! We aim to build a mutually beneficial partnership. By sharing referrals, you'll increase your visibility among our team and inspire the goodwill to reciprocate.

Speak with your Partner Manager about your preferred method of receiving referrals. Depending on the client, we can make warm introductions or follow other processes you may have.



Conclusion and checklist

This guide is intended as an introductory overview based on the trajectory of a typical partnership. We're always open to new ideas though, or working with your own processes, to achieve a creative and fruitful relationship.

To get started though, we recommend starting with this checklist:

- ☐ Add the Trustpilot Partner Badge to your website and Clutch.co listing
- ☐ Share details of your agency and ideal clients so we can update our internal and external directories
- ☐ Share your client list (or sign an NDA if you haven't already)
- ☐ Identify mutual clients and meet with their Customer Success Managers to improve their Trustpilot experiences
- ☐ Schedule an internal Trustpilot Overview or Training Session for your team
- ☐ Review our co-marketing guide and explore opportunities for us to partner
- ☐ Make your first referral!

With any questions or for assistance, just reach out to your Partner Manager. We look forward to a successful partnership!

- The Trustpilot Partner Team