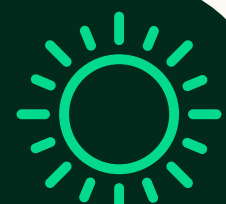
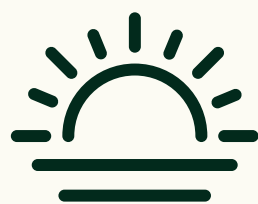


A Day in the Life of a Marketer

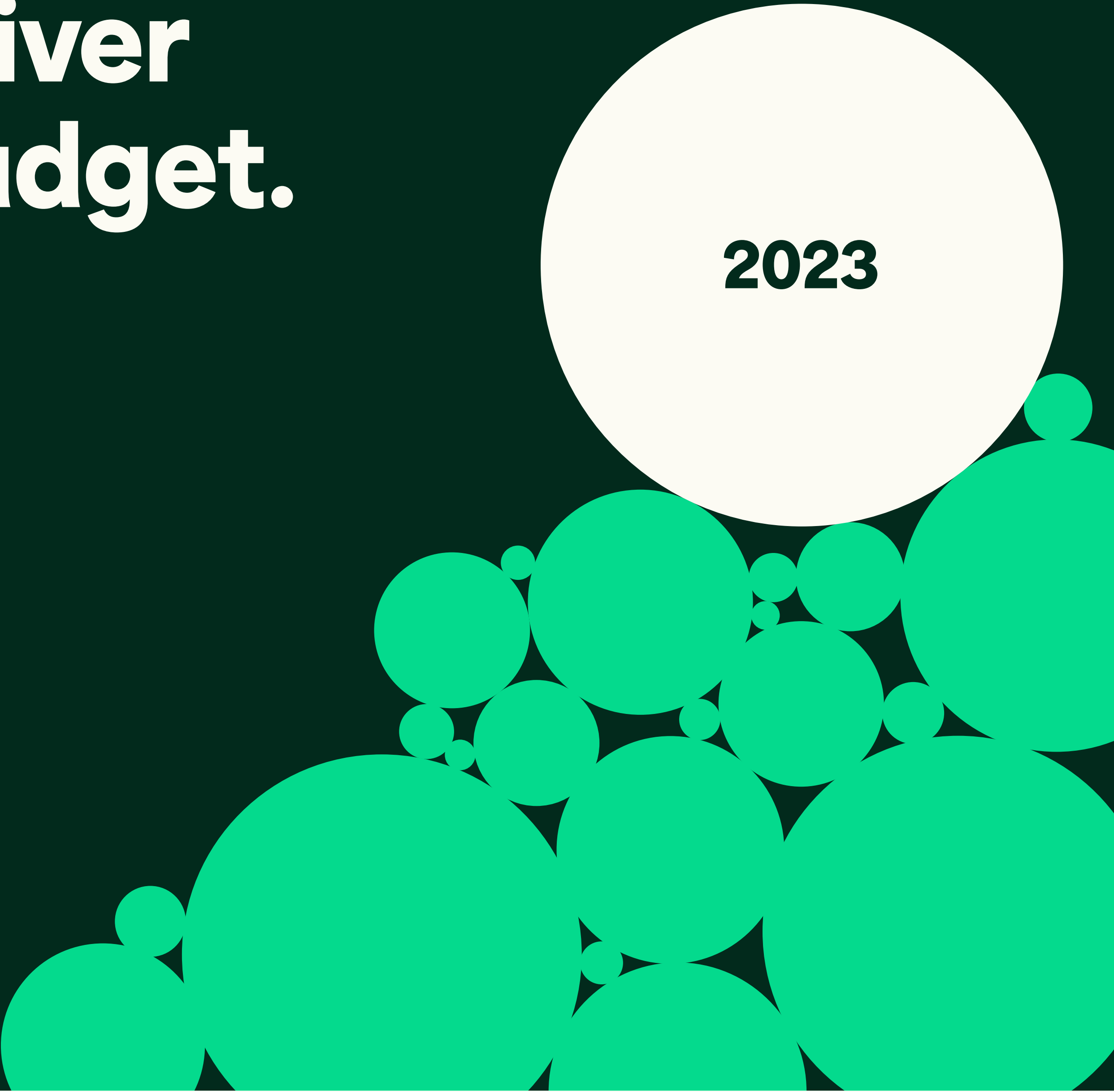


Create value and deliver ROI with a limited budget.

True story.

In today's landscape, marketers are being pressured to consistently deliver marketing results with increasingly less budget. Gartner reports that marketing budgets are still down from 2020,¹ and 71% of marketers believe they lack sufficient budget to fully execute on their strategy.²

With 75% of marketers under pressure to deliver better ROI,³ Trustpilot is on hand to help brands build trust and support growth.



2023

1, 2, 3 - <https://www.gartner.com/en/newsroom/press-releases/2023-05-22-gartner-survey-reveals-71-percent-of-cmos-believe-they-lack-sufficient-budget-to-fully-execute-their-strategy-in-2023>
?utm_source=&utm_medium=&utm_campaign=&utm_term=&utm_content=

Spend the day with Sophie

...a marketer, and see how easy it is to incorporate Trustpilot reviews into your marketing efforts to boost credibility, increase conversion rates, and ultimately see powerful results.



First things first – tea

Kickstart the morning: Incorporating Trustpilot reviews into marketing materials for higher conversion rates.

Sophie spends the morning catching up on the latest news in marketing, and sees a Forbes article about how it's harder than ever to earn customers' trust.

She knows that Trustpilot can help build trust and loyalty for her brand, as 79% of UK consumers agree a good Trustpilot score makes them more likely to trust a brand.⁴

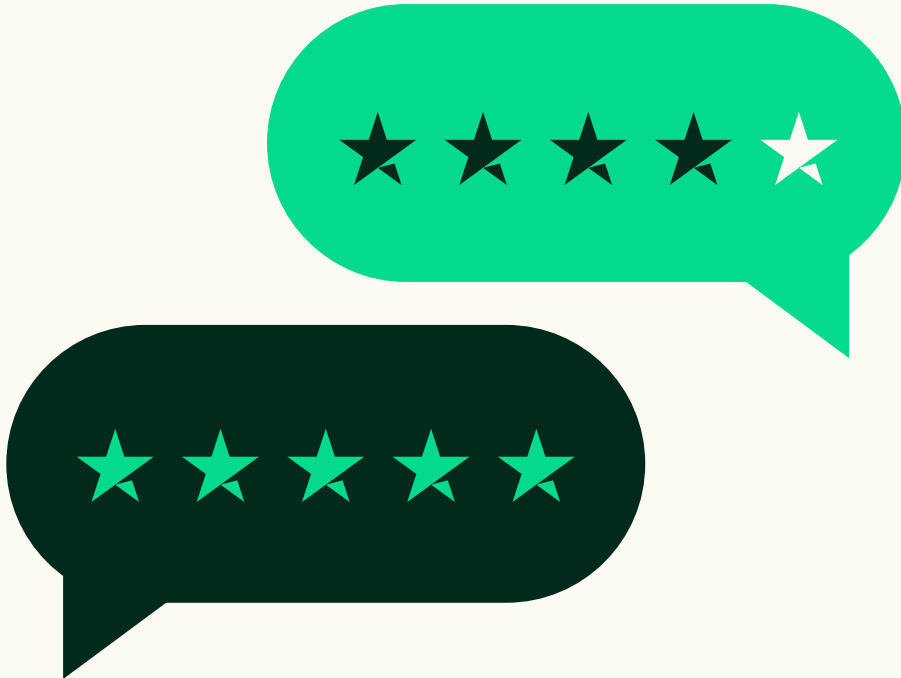


4 - London Research, September 2022



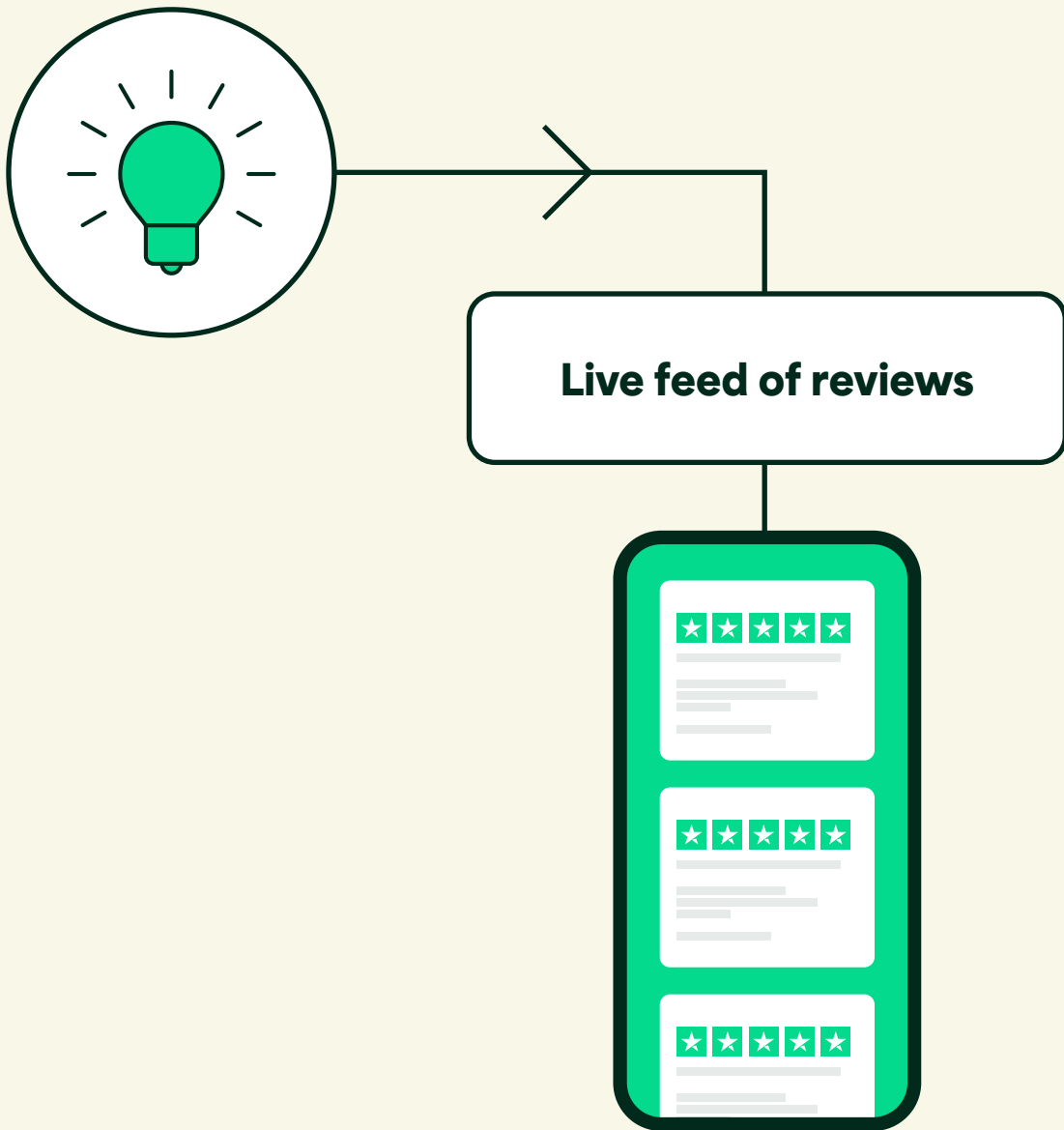
Sophie decides to feature real testimonials across marketing channels, using Trustpilot's easy-to-use tools, to build trust.

How does she do this?



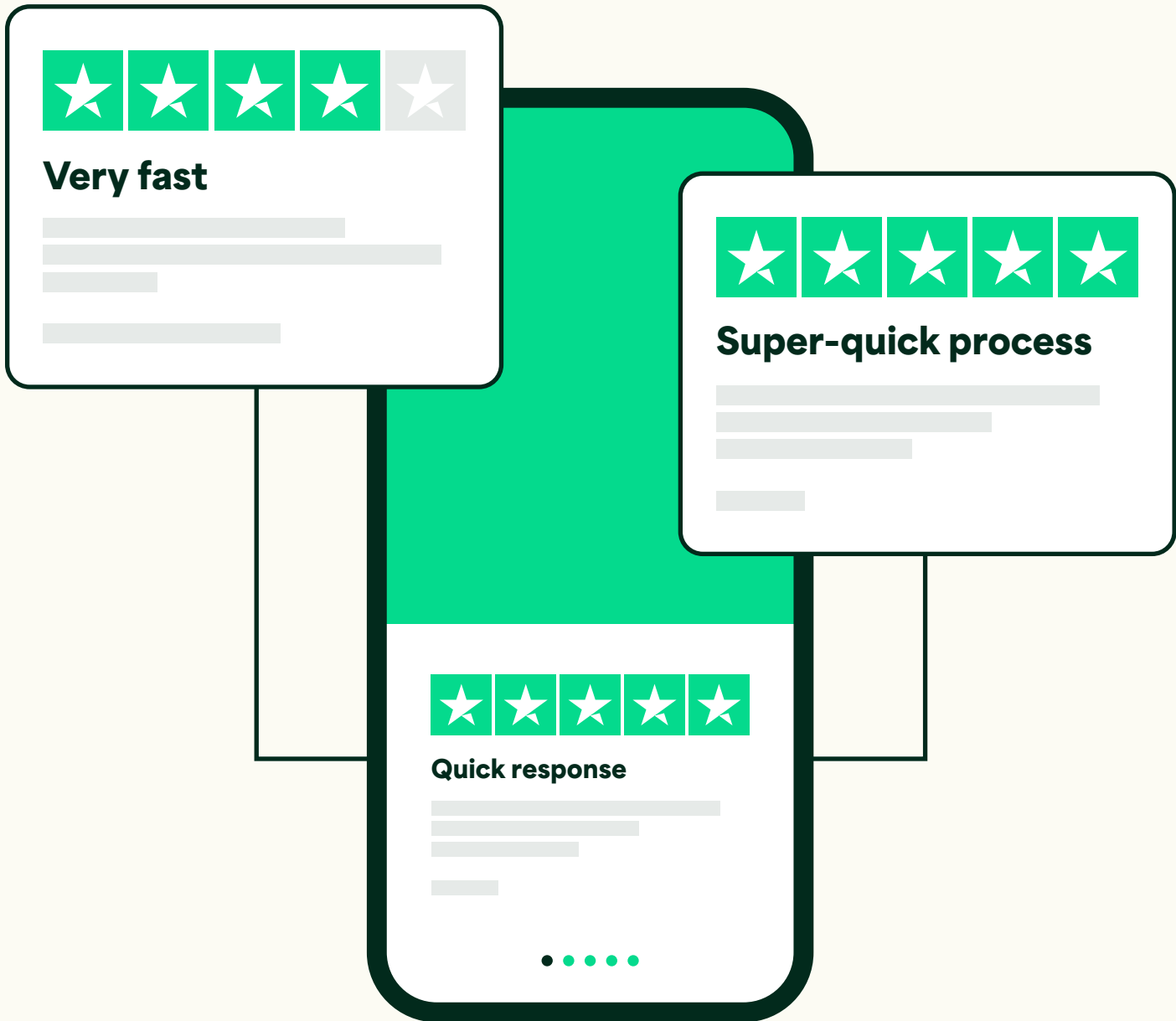
1. Spots the opportunity

Briefs her team about sharing positive reviews on the company’s social media accounts.



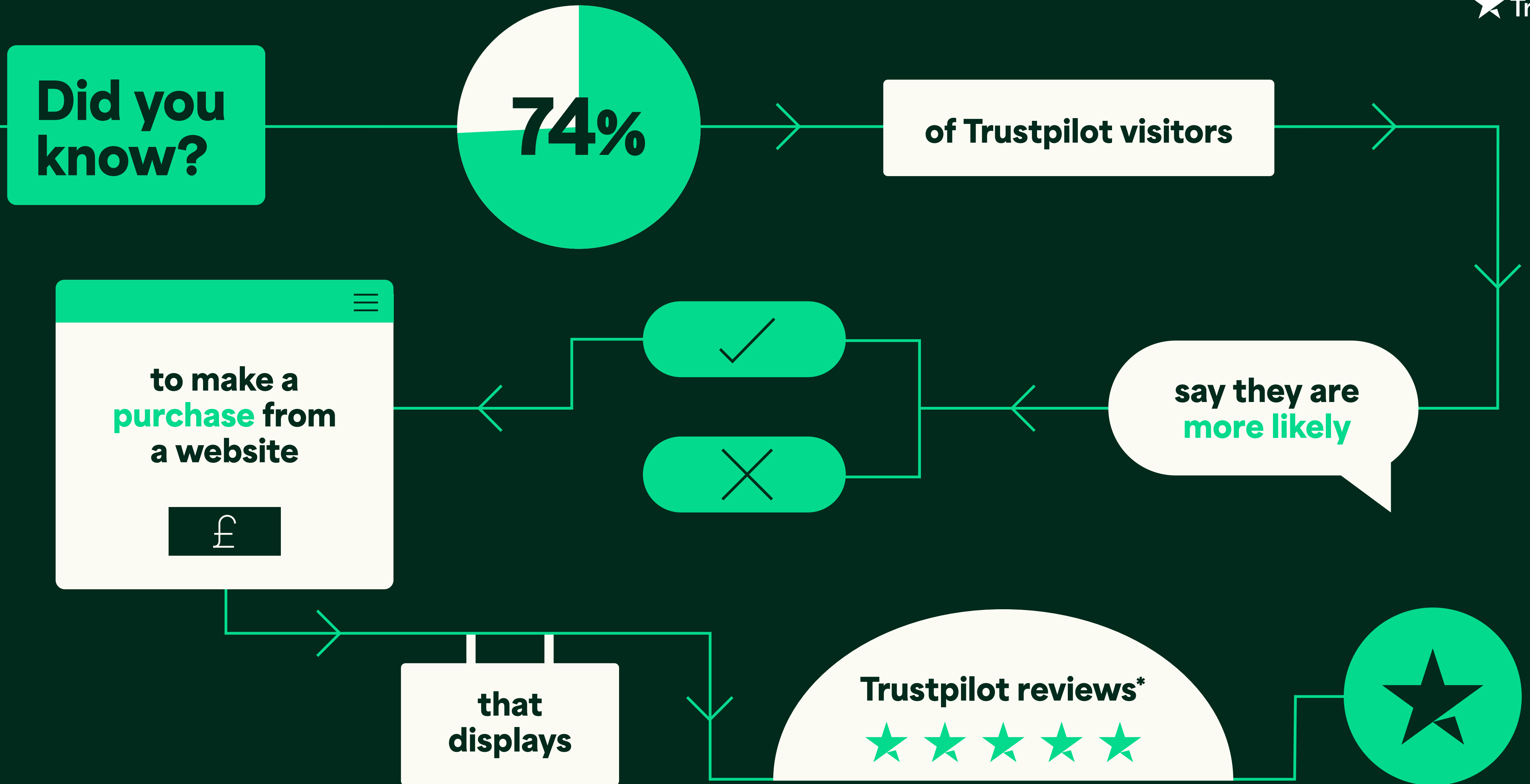
2. Takes action with Trustpilot

Adds a live feed of reviews to the company's homepage.



3. Goes one step further

Ensures that all product pages feature the company’s high TrustScore and Trustpilot reviews.

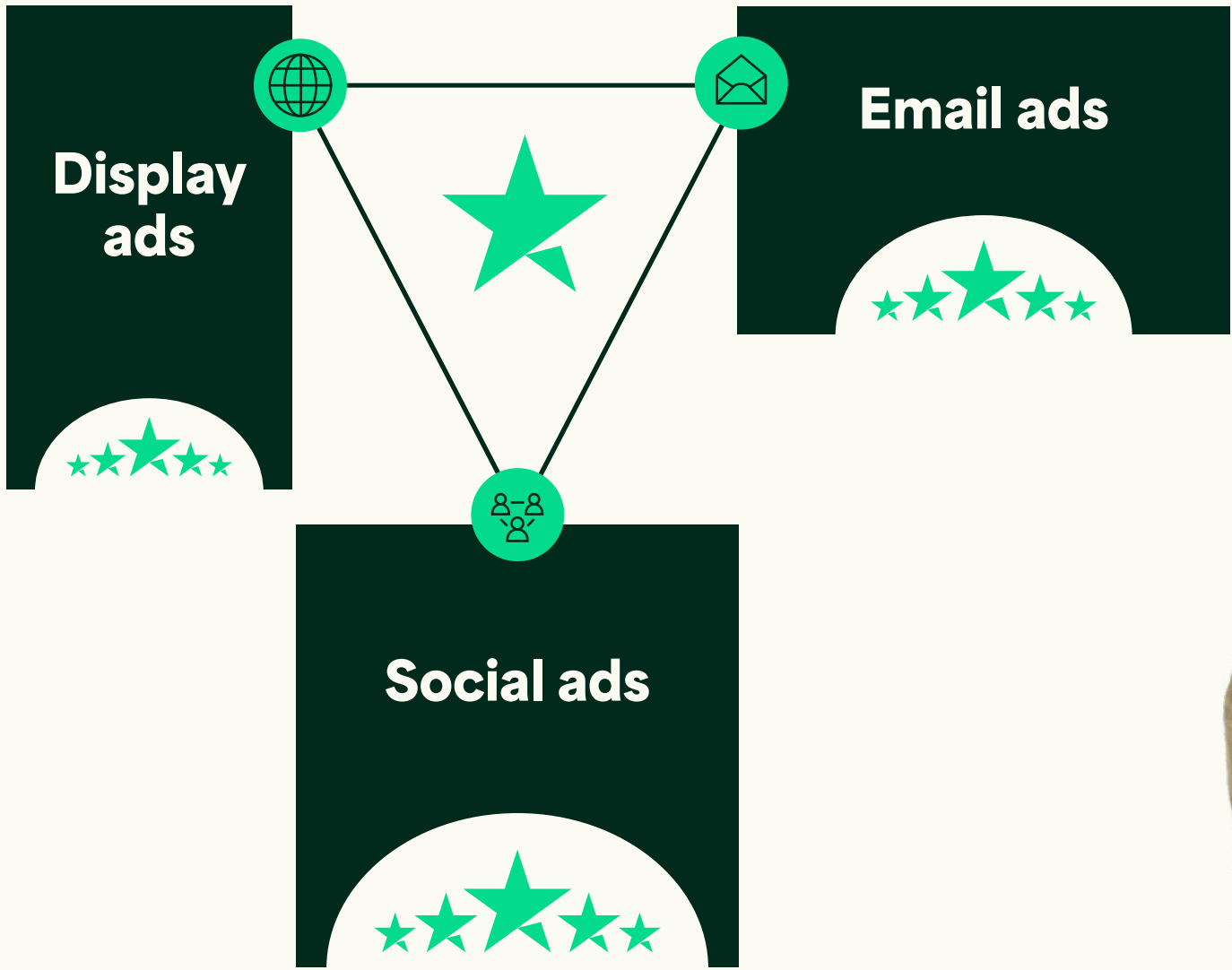


*Based on an internal survey of 4,027 Trustpilot visitors in May 2018

Beating the post-lunch slump

Using Trustpilot reviews in campaigns for increased ROI.

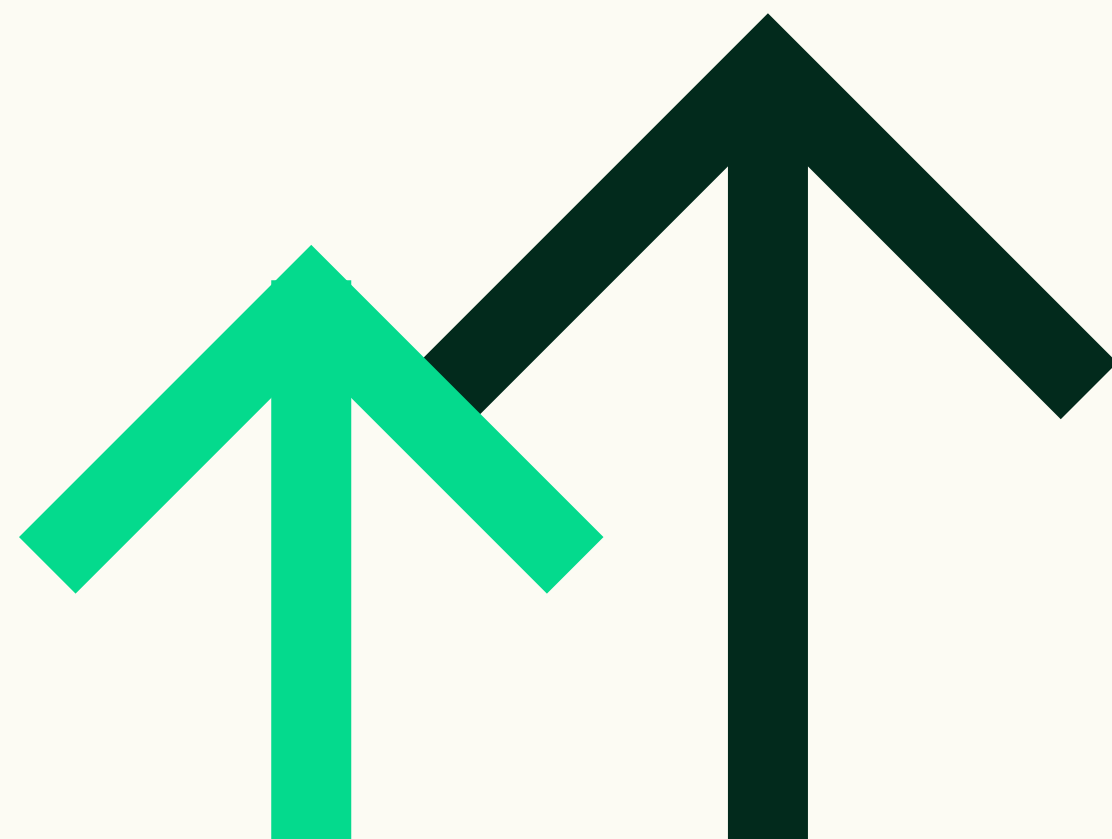
Sophie heads to a campaign analytics meeting, where the team is debriefing on a recent multichannel marketing campaign that incorporated Trustpilot reviews in their ads.



★ Adding reviews to their marketing materials is something the team learnt they could do thanks to a quick chat with their friendly Customer Success Manager at Trustpilot.



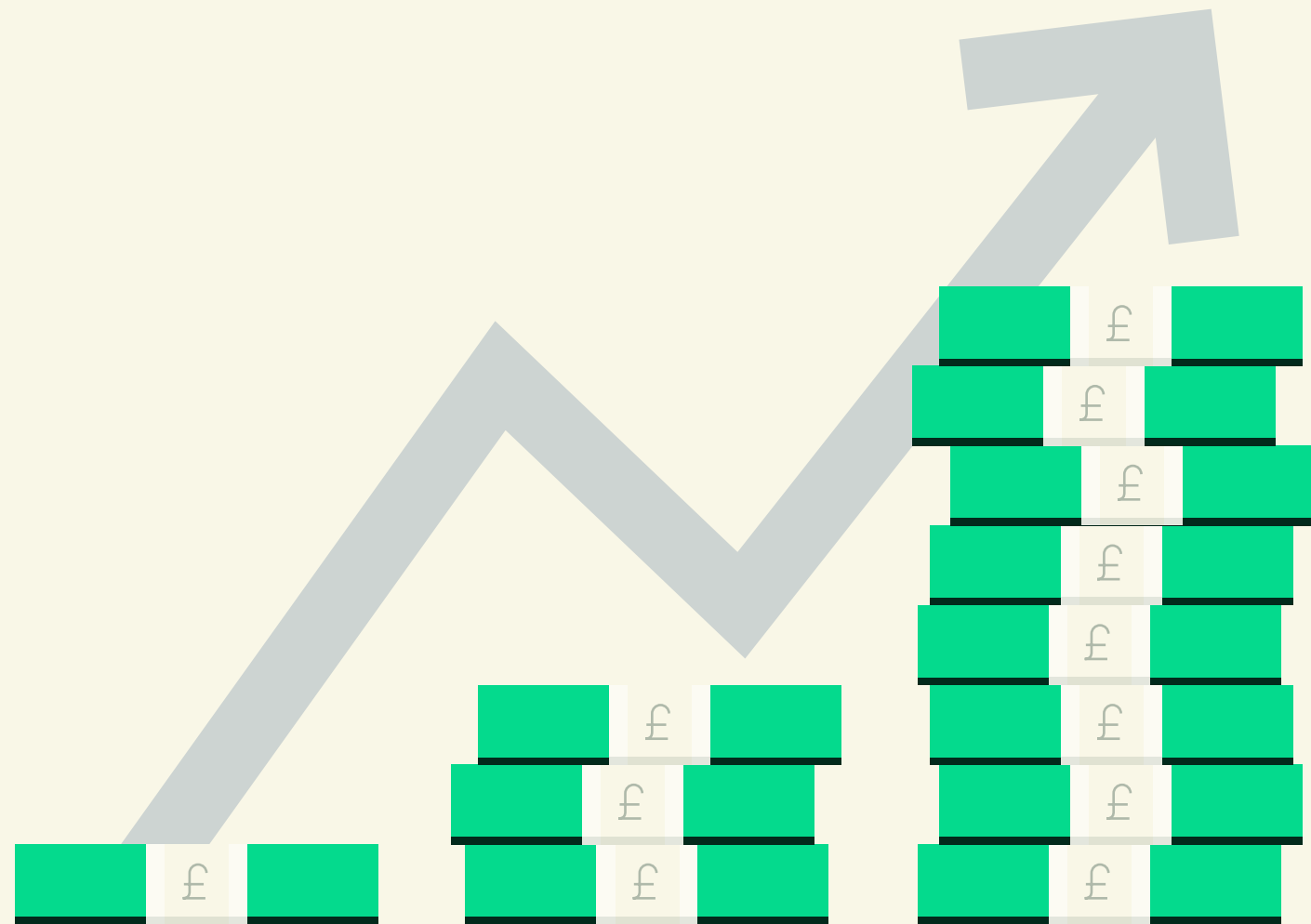
The findings speak for themselves:



Higher click-through rate

The email's CTR increased after Trustpilot reviews were incorporated into marketing emails.

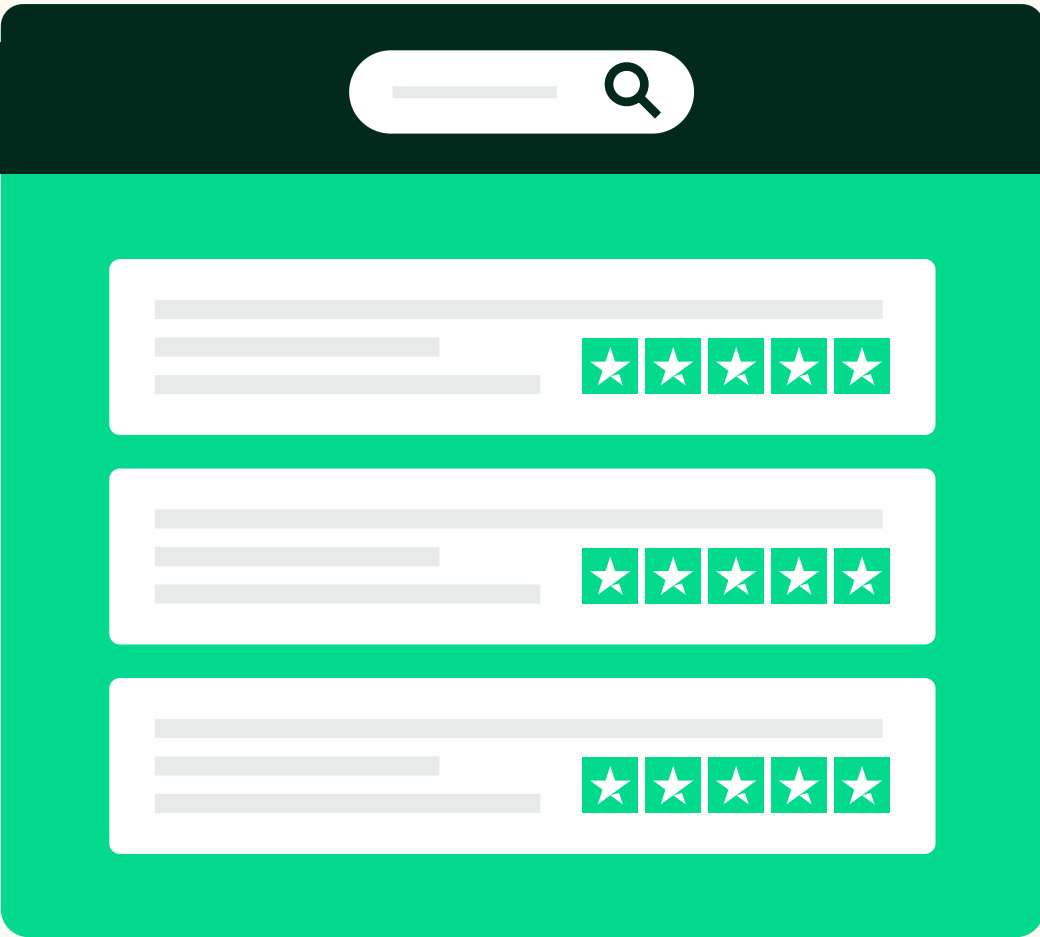
See how we helped Muck Munchers achieve a 24% increase in orders by implementing reviews into marketing materials like emails



Increased sales

Sales grew by 20% after the team incorporated Trustpilot branding into their social media ads.

Read about how Churchill Gowns increased order volume by 700% by featuring Trustpilot reviews



Increased web traffic

Conversion from paid search engine ads increased, bringing in higher revenue — because they were able to feature stars in their Google Seller Rating.

See how Mobile Monsters utilised review stars, which can improve SEO click rates by 35%

Sophie is impressed with the findings, and decides to continue incorporating reviews into future marketing campaigns.



Sophie joins 25,000 business customers who are using Trustpilot reviews to drive growth at their organisation.



A woman with short dark hair, wearing a light-colored button-down shirt, is smiling and looking off to the side. She is holding a white folder or tablet. The background is a blurred city street with buildings and cars.

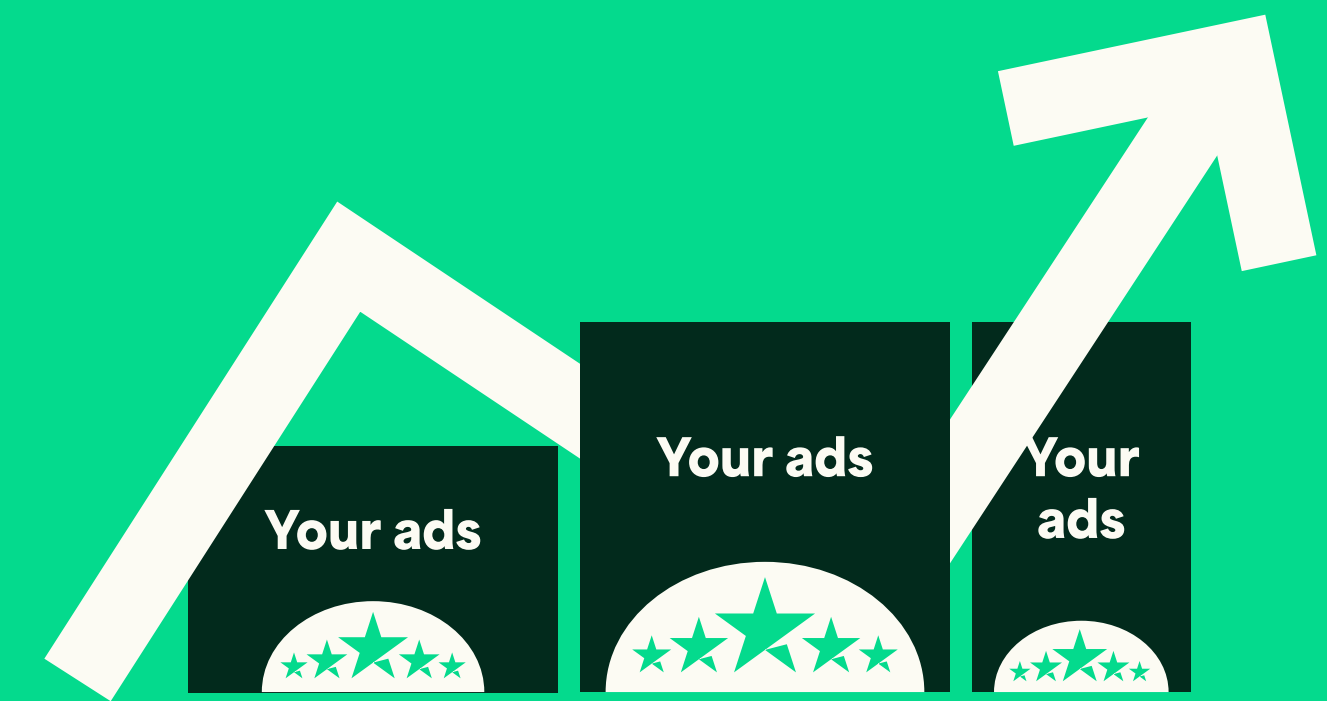
To wrap up

Marketing a business during tough economic times can be tricky. It's now up to Sophie to make a big impact with very little budget. Fortunately, she understands the power of Trustpilot reviews and how they can positively impact her ROI, conversion rates and improve her business' bottom line.

**Trustpilot can
help you outpace
the competition
with improved
conversions
and increased
website traffic.**



Implement Trustpilot reviews into your marketing activity to build confidence and trust within your brand.



Make use of Trustpilot's wide range of tools to help you prove marketing ROI, drive increased conversion rates and ultimately help your business achieve sustained growth.

**We can help you achieve the same
for your business. True story.**

[Request a demo today](#)

