

Below is a sample of a test marketing email I wrote for PowerReviews—the Internet's most innovative provider of outsourced customer reviews and social merchandising solutions. As of 2009, PowerReviews' market-proven technology for collecting, structuring and moderating customer reviews had been implemented by more than 350 leading merchants across 3,000 websites—making PowerReviews the most deployed enterprise reviews solution on the web today. Working with merchants of all sizes and verticals, PowerReviews has processed and moderated more than 4.7-million reviews on more than 650,000 unique products.

Dear Internet Retailer:

It's been long understood in the business world that the customer is always right—which is precisely why customer feedback is so important to every company! As an Internet retailer, your ability to capture that vital commentary is limited—at least that was the case until PowerReviews unleashed the ability to harness the power of social shopping with its award-winning Customer Reviews solution.

For a mere \$29 a month, you can now reap the benefits of PowerReviews' Customer Reviews solution. Customer Reviews is today's cost-effective, easy-to-deploy answer to delivering your customers' thoughts, feelings and comments about your product on your website—in real time!

The concept is simple. The results are astonishing! Simply put, PowerReviews allows your customers to create reviews about your product in their own unbiased words—words that spark the interest of other shoppers looking to buy products that their peers recommend! With PowerReviews, customers shop online with added confidence—confidence that gets them to complete the checkout process! And by having this valuable forum on your site, your enterprise gains instant credibility and trust, which is often the deciding factor in selling any product or service.

PowerReviews lets you review, analyze and scrutinize customer reviews so effectively that you'll be able to use them as a launch pad to forecast sales, drive revenue, shape future innovation, jump-start sales and marketing campaigns and, most importantly, maximize your customers' experience and satisfaction—the keystones to long-term viability!

Think about the possibilities... For just \$29 a month you have the opportunity to implement a proven, e-Commerce business solution that works to give you a crystal-clear look into all the customer insight you'll ever need! With PowerReviews you have an unobstructed view into what your customers are thinking—a snapshot that provides vital information into their shopping personality, buying trends and more!

This information is the driving force behind all Internet sales! Firsthand knowledge like this is important in any economy—today it's critical!

With Customer Reviews, your conversion rates will soar—igniting new revenue streams and profitability. In today's highly competitive marketplace, you can't afford to pass this opportunity up. [Click here to get started!](#)