

Write a Long Form Review!

5 ways to sell Groundhogg

If you want to create an evergreen sales engine dedicated to creating commissions for you, then the best way to do that is by writing a long form review of Groundhogg and posting it on your blog.

The reason it works so well is...

- A well written and optimized review will rank organically.
- You can build and establish trust with the reader.
- You can re-use the review in multiple contexts.

Choose the kind of review you want to write.

There are several kinds of reviews you can write.

The **Case Study** review:

This type of review uses an actual implementation to make the case that Groundhogg is a good choice. You can use your own business, or a clients business as an example and detail the before & after results of implementing Groundhogg. This would be the best choice if your visitors are not currently using a CRM.

Example: **Below!**

The **Comparison** Review:

This review compares Groundhogg with a competing product like ActiveCampaign or Infusionsoft. Discuss the pros and cons of each tool and describe scenarios where one might be better than the other. This would be the best choice if your audience is already using a different CRM.

Example: <https://www.trainingbusinesspros.com/blog/what-is-the-best-infusionsoft-alternative/>

The **Feature** Review:

This review goes into detail the various features that Groundhogg has and the impact it may have on the reader's business. This would be the best choice if you have a technical audience.

Example: <https://wpmayor.com/groundhogg-review-marketing-automation-for-wordpress-users/>

Write your review.

Now it's time to write your review. You can reference the linked examples for the **Comparison** and **Feature** reviews. But below we have the step by step template to help you write a stellar **Case Study** review.

The below template is just an example and we encourage you to change any numbers to reflect actual results you have achieved.

Case Study Review Template:

Title: *How Groundhogg allowed me to work more ON my business instead of IN it.*

Here's what I was doing before using Groundhogg.

Talk about any struggles or pain points you (or a client) were experiencing before implementing Groundhogg.

"I had learned about marketing automation and read all the fancy headlines about how it would **automate my business** and it would be **super easy**. Thinking that I would be able to get something up and running in a few hours, I purchased a subscription to Infusionsoft.

After several months of making no progress using Infusionsoft, I had already invested \$1000s into trying to automate my business and see ANY ROI from my investment in time and money.

I was about to throw in the towel on the whole project, cut my losses and go back to using excel spreadsheets."

Here's where I am now.

Talk about the result of implementing Groundhogg, did those pain points go away? Are you having better results?

“However, I found a tool that saved me from my wits end and allowed me to launch my product/business/client in less time and less money spent.

I now have a completely automated follow up system for leads and customers that allows me to spend more time focused on delivering excellent service to customers.”

Here’s what I did.

What did you do to remove those pain points and get to the result. (Hint: This should be implementing Groundhogg)

“I found this plugin called Groundhogg. It’s a WordPress plugin that you can simply install on your site and will take care of all your Email marketing, sales funnel and CRM needs. I spent a few days implementing it and now I’ll never go back.

With it I was able to create.

- A lead capture funnel that delivers a PDF download.
- A customer followup funnel to collect reviews and create returning customers.
- A Sales Pipeline to manage my leads and deals on the go.

And so much more that I can really focus on the things that matter to my customers.”

Here’s how I did it.

Explain in detail the steps you took to implement Groundhogg and achieve the result. This should be the bulk of your review. Most people are interested in the “how?” Be very thorough.

“I switched from Infusionsoft to Groundhogg. I was able to create my lead magnet funnel in just a few minutes. Taking care of my lead generation problem.

I then used the “Customer follow up” funnel template to automate the review request process ensuring I get more review on my Facebook page and Google places listing.

Lastly, I set up another customer followup funnel to check in after 30, 60 and 90 days to see if they need more help or another implementation, ensuring that I get more repeat customers.”

Here's why you should do it too.

Now that you've explained the how, explain the why! This should re-explain all the pain points you were experiencing and should help them self identify with those pain points.

"If your business is currently suffering from poor followup and lead capture, then it's time to rethink your strategy.

You can either...

- a) Install Groundhogg on your WordPress site and start implementing today to solve your followup problems.
- b) Get us to help you implement Groundhogg, we'll do a full service implementation so you never have to worry about if you set it up right.
- c) Keep doing what you're doing and continue to struggle with poor followup.

Call to action.

At the end of the review include your call to action. This should be something like "Buy Groundhogg" and should use your affiliate link.

"If you want to see a serious improvement in your follow up, reviews, and repeat customer rates, then you need to seriously consider Groundhogg. **[insert affiliate link]**"

Publish your review.

After you've written your review, it's time to publish it.

- Publish your review on your WordPress blog or guest post it on a popular blogging site.
- Generate some back links to it from other relevant articles you may have written in the past.
- Share it to social media! Facebook, Twitter, LinkedIn