

Customer Marketing Meets Analyst Relations



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While many of the analyst relations (AR) managers own the Gartner relationship, the customer reference team is often the driver for the Gartner Peer Insights. The platform for end-user reviews has become an effective tool for rating high-tech companies and their solutions. Gartner is one of the most reliable and trusted sites for B2B software and service buyers. The Peer Insights community alone is home to 175,000+ enterprise buyers. Altogether, Peer Insights lists 20,000+ products and has 550,000+ user reviews. All reviews undergo a strict vetting and verification process to ensure validity.

Gartner
Peer Insights™

How to approach the Gartner Peer Insights

Align with Gartner's Methodologies: The following tools are published on their website:

- Voice of the Customers (VOC) publication calendar
- VOC Overview
- VOC methodology
- Getting Started with Peer Insights
- FAQ

The VOC methodology evaluates vendors based on two elements: overall experience and user interest and adoption. Each document places vendors in four quadrants:

- Strong Performer
- Customers' Choice
- Aspiring
- Established

Collaboration between Analyst Relations and Customer Marketing will bring the most successful results with the Peer Insights platform. Managing and tracking these reviews is a shared effort by the two teams.

Establish a Strong Vendor Profile

- Ensure your company and product profiles are fully completed on Gartner Peer Insights. Include accurate details about your offerings, target markets, and differentiators.
- Understand how Gartner calculates scores for Overall Experience, User Interest, and Adoption. Vendors must exceed market averages in these metrics to qualify for the "Customers' Choice" distinction.
- Once your Peer Insights profile has started to collect reviews, you can use them in marketing campaigns. Gartner grants vendors permission to repurpose Peer Insights reviews across owned channels.
- For example, you can publish Peer Insights reviews to your website or social media profiles. You can also display reviews at events and use them in your marketing and sales collateral. Gartner's reviews widget makes it easy to share multiple reviews, including overall ratings.

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Source High-Quality Reviews

- Design campaigns to collect at least 20 eligible reviews within an 18-month analysis period, as this is the minimum requirement for inclusion in the report.
- Targeted Outreach: Use email campaigns, personal outreach (e.g., from executives or customer success teams), and social media to encourage satisfied customers to leave reviews. Focus on key touchpoints like post-implementation follow-ups or renewals.
- Embedded Outreach: Add review requests to email signatures, chatbot workflows, or customer portals to passively collect reviews over time.

Monitor and Optimize Review Quality

- Track Metrics: Use the vendor portal to monitor submitted, rejected, and published reviews. This helps you refine your outreach strategies and ensure compliance with Gartner's strict moderation process.
- Work to ensure reviews come from a variety of industries, company sizes, and regions, as Gartner evaluates vendors based on these factors.
- Showcase Reviews: Use the Gartner Peer Insights widget on your website or marketing materials to highlight positive reviews and build credibility with prospective customers.
- Provide analysts with up-to-date data about your company's innovations and achievements.

Build Customer Advocacy Programs

- Identify Advocates: Use review data to identify brand advocates who can amplify your presence through testimonials or case studies.
- Engage Advocates: Create loyalty programs or exclusive communities for customers who actively support your brand by leaving reviews or participating in analyst briefings while adhering to ethical practices for authentic reviews.

Learn More

At Netchannels, we understand the value of Gartner Peer Insights and can help you position your company for recognition. Schedule a consultation today.



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