



# Promotion Guide

## Congrats on earning a placement on the Capterra Shortlist report

Let the world know all of the amazing things your products can do — and all of the great things your customers have to say about your offerings. Read on for our marketing experts' advice on how to get the word out effectively.

### Give credit where credit is due

Announce this exciting accomplishment at a company meeting, through an internal newsletter and/or through email. Consider giving a special shout-out to any customer-facing or product teams who helped your software achieve this placement.

### Highlight your recognition with your Capterra Shortlist badge

- ▶ Add your digital badge to your website and highlight the accomplishment on a press page.
- ▶ Use it as a trust element on dedicated landing pages.
- ▶ Add your placement to your company's social profile pages.
- ▶ Show it off at conferences or events by adding it to signage.

### Keep talking about your placement

Submit a press release or include the news in a company blog post. Spread the word through your social channels — Facebook, LinkedIn, Instagram, Twitter, and all the rest.

### Keep up the great work

Regularly request reviews from your users. Remember that customer feedback is key to placement in future reports, and helps to impress potential buyers.

**Get an easy-to-embed code to add your badge to your website and other marketing assets.**

[ACCESS YOUR BADGE](#)