

Software Advice[®] 

FRONT RUNNERS

**Promotion
Toolkit**





Table of Contents

- 3** Promotion Checklist
- 4** Press Release Template
- 5** Social Media Template



Promotion Checklist

Internal announcement

- Announce at company meeting, email and / or newsletter
- Review the External Usage Guidelines

Show off your badge! Have you added it to:

- Homepage
- Conferences & Events
- News & Press
- Social Media

External Announcement

- Twitter
- Press Release
- Facebook
- Blog
- LinkedIn
- Pitch to your Media Friendlies

Check your stats, have you:

- Posted on Social?
- Added your Badge?
- Issued a Press Release?
- Published a Blog Post?

Except in digital media with character limitations (e.g., Twitter), the following disclaimer MUST appear with any/all FrontRunners reference(s) and graphic use:

FrontRunners constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Software Advice or its affiliates.

Press Release Template

[Product] Named FrontRunner for [Category] Software

[City, State] [Date]—[Product/Company] announced today it was named a FrontRunner for [Category] software by Software Advice. FrontRunners is designed to help small businesses evaluate which software products may be right for them.

[Insert executive quote]

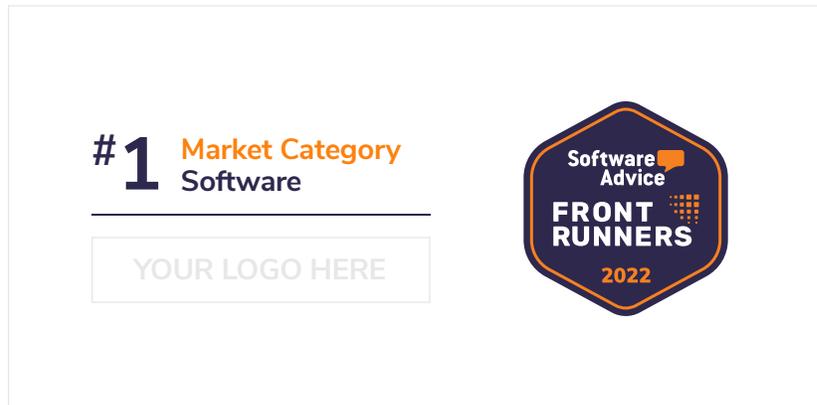
FrontRunners is published on Software Advice, the leading online service for businesses navigating the software selection process. FrontRunners evaluates verified end-user reviews and product data, positioning the top scoring products based on Usability and Customer Satisfaction ratings for small businesses. FrontRunners for [category] software is available at **[insert link]. [Insert company boilerplate]**

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Social Media Template

Below are sample posts to help promote the exciting news. Feel free to personalize these templates to reflect your company's unique style. Happy sharing!

Twitter	We're excited to make the new list of FrontRunners for [#Market] on @SoftwareAdvice! [FrontRunners URL]
Facebook	[Product] has just been named a FrontRunner for [#Market] on Software Advice! [FrontRunners URL]
LinkedIn	We just made the list of FrontRunners for [Market] on Software Advice! [FrontRunners URL]
Software Advice just named [Product] a top [#Market] product for small businesses! Check it out at [FrontRunners URL].	



Visit our [promotion hub](#) for more resources and guidelines.

See our [publication calendar](#) to get the schedule for upcoming reports

About **Software Advice**

Software Advice® helps businesses navigate the software buying journey. Industry-specific advisors guide people through the selection process and provide personalized software recommendations. Founded in 2005, Software Advice has helped more than 750,000 businesses find the right software for their specific needs through 1-on-1 advice, objective research and actionable insights. Software Advice also features over 770,000 verified user reviews to ensure people feel confident in their technology decisions.

Connect with a software advisor and receive your personalized recommendations in as little as 15 minutes.

GET STARTED