



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](#)