REVIEW MINING

How to find your best messages

YOU DON'T HAVE TO ASK YOURSELF "WHAT KIND OF MAGIC SPELL TO USE?"

Instead, reading reviews (among other things) can help you find those messages (plus, identify additional features to highlight, and align your value prop with what your best customers care about).

In this e-book, 14 ways to use review mining to find your best messages and copy to get more conversions.

Brought to you by Ekaterina Howard, a ruthless researcher and conversion copywriter

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WHAT YOU CAN FIND WITH REVIEW MINING

(AND WHY IT'S NOT ENOUGH ON ITS OWN)

Review mining is a starting point, not the end-all research trick to get you quick wins.

Before making any changes to your messaging or your copy, make sure they are aligned with the results from:

- customer interviews
- interviews with non-buyers
- Google Analytics data, heatmaps, and session recordings
- project-specific questions (like "Does this even make sense?')

Review mining can help you:

- see if there's a misalignment between what your customers say and what you want them to say
- find fresh and specific ways to talk about the features and benefits
- identify roadblocks on the way to conversion
- learn more about use cases and how to describe them so your prospects want to find out more
- see opportunities to differentiate your product from your competition

>> **Next up: 2 ways to mine reviews**

REVIEW MINING

Scenario 1: "I don't know what I'm looking for"

GOOD NEWS: REVIEW SITES ARE LIKE A BOX OF CHOCOLATES

Even if you don't know what you're looking for, review mining can serve as a starting point for refining your messaging.

Organize your reviews by focusing on these 3 things:

1. Unexpected things (anything that surprised you)
2. Things that feel like a win
3. Things that seem off or confusing

GOT IT. 3 COLUMNS OF THINGS. NOW WHAT?

Step 1: copy-paste reviews to a spreadsheet with "Surprising" + "Exciting" + "Confusing" columns.

Step 2: for each column, highlight the words that surprised / excited / confused you.

Step 3: start sorting. Categorize the reviews by dropping them into these buckets:

- Big ideas
- Use cases
- ICPs
- Feature descriptions
- Objections
- Wants / needs / outcomes
- Memorable words

Step 4: why does this matter? Add your reasoning for adding this review to the spreadsheet.

Step 5: so what? What are the next steps (and should you be spending time on digging deeper)?

- Unexpected things >> Need to do more research?
- Exciting things >> Can they be used to punch up your copy?
- Confusing or disappointing things >> What is the gap? Does it need to be fixed?

REVIEW MINING

REVIEW MINING = ONE OF THE TOOLS IN YOUR TOOLBOX. HOW WILL YOU USE IT?

Knowing that you're solving a specific problem makes it very easy to use review mining effectively. The main thing to remember: it's not the only tool in your toolbox, so relying solely on review mining is not the best way to go.

Before opening up a review website, map out the following:

1. Define the problem you're trying to solve (big idea / differentiation / CRO)
2. What are the questions you want to answer by mining reviews?
3. What are the types of insights you're looking for in reviews?

PROBLEM + QUESTIONS + SPECIFIC TYPES OF INSIGHTS. IT'S GO TIME!

Step 1: set up a spreadsheet with problems as tabs, questions as merged columns, and insight types as sub-columns (or play around with formatting until it makes sense for you). Some examples of insight types:

- Value prop / big idea options
- Feature descriptions
- Popular features
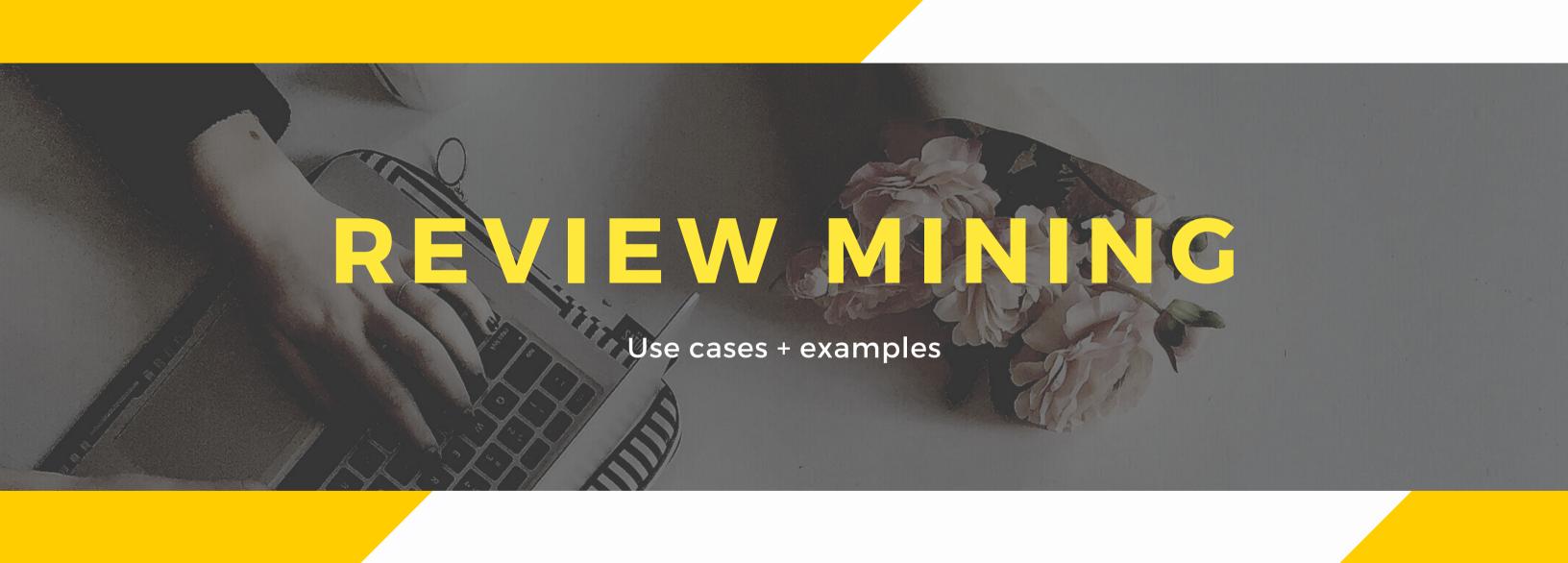- Objections
- Concerns
- Pain points
- Outcomes

Step 2: add reviews to corresponding rows + columns.

Step 3: highlight the words that stood out.

Step 4: so what? How does this review help you solve the problem?

Step 5: identify next steps based on the problem and info that you were able to find. For example:

- Add sticky copy to your page draft
- Run a messaging test
- Do more research

REVIEW MINING

Use cases + examples

14 WAYS TO USE REVIEW MINING

1. Find unexpected big ideas for your product
2. Connect your value proposition to the primary benefits
3. Nail your differentiators
4. Identify additional benefits to highlight
5. Grab sticky copy to make your benefits pop
6. Find pain points that add "zing!" to your outcomes
7. Answer the "So what?" question to convert your prospects
8. Remove generic feature descriptions and replace them with memorable copy
9. Find new use cases
10. Identify use cases to retire
11. Pinpoint JTBD for specific personas
12. Identify common barriers to conversions
13. Find copy ideas to overcome those barriers
14. Pull out content ideas to educate your ICPs

(UNEXPECTED) BIG IDEAS FOR YOUR PRODUCT

When: you've got an impression that your prospects don't really get your product.

Why: messaging = what your product delivers + what your ideal customers care about. Very hard to get right.

What to look for: the outcomes reviewers were able to achieve (reviews of your product), the pain points that your ideal customers experience (reviews of competitors' products).

What's next: customer interviews, customer surveys, non-buyer surveys, sales call recordings, message testing and validation.

Check out this example >>

CONNECT YOUR VALUE PROP TO PRIMARY BENEFITS

When: you or your sales team spend a lot of time explaining why your prospects should care (or you don't get enough prospect calls).

Why: it's possible that the all-important "What's in it for me?" question is not answered (which means there's a disconnect between the value prop and the primary benefits).

What to look for: specific benefits and outcomes (reviews of your product), specific benefits and outcomes plus gaps (reviews of competitors' products).

What's next: customer interviews, customer surveys, non-buyer surveys, sales call recordings, message testing and validation.

Check out this example >>

NAIL YOUR DIFFERENTIATORS

When: you hear the "OK, but how are you different?" question, or you get feedback along those lines.

Why: finding the things that can differentiate you from your competitors and help you stand out.

What to look for: "the only product that..." mentions in your reviews, "products that already do that..." mentions in your and competitors' reviews.

What's next: competitor analysis (and review mining), customer interviews and surveys, non-buyer interviews, internal analysis of possible differentiators, message testing and validation.

Check out this example >>

IDENTIFY ADDITIONAL BENEFITS TO HIGHLIGHT

When: low conversions on your websites or sales conversations showing that prospects are underwhelmed by what they already know.

Why: it's possible that customers are excited about benefits you haven't considered yet.

What to look for: benefits and outcomes that are not featured in your copy, but are consistently mentioned in reviews.

What's next: customer interviews and surveys, copy update, message testing and validation.

GRAB STICKY COPY TO MAKE YOUR BENEFITS POP

When: session recordings and heatmaps show that benefit descriptions or features pages lead to a "meh" response.

Why: generic copy = "meh." Sticky copy = "oooh."

What to look for: memorable phrases, unexpected comparisons, surprising adjectives (connected to outcomes or problems your ideal prospects are trying to solve).

What's next: copy update, message testing and validation.

FIND PAIN POINTS THAT ADD "ZING!" TO YOUR OUTCOMES

When: session recordings and heatmaps show that benefit descriptions or features pages lead to a "meh" response, and all of them are connecting to benefits & outcomes.

Why: sometimes leading with pain points performs better than leading with benefits, especially if your prospects have common objections to using your product (or it feels like a lot of work).

What to look for: "we love these benefits, because..." reviews to turn into "get this outcome, so you can avoid (this pain point)."

What's next: copy update, testing and validation.

Check out this example >>

ANSWER THE "SO WHAT?" QUESTION TO CONVERT YOUR PROSPECTS

When: session recordings and heatmaps show that benefit descriptions or features pages lead to a "meh" response, or your headlines, subheaders, and CTAs are short or generic.

Why: sometimes there's a gap between what you believe your prospects will perceive after reading your copy, and what the prospects actually see (because distractions). In some cases the gap means the prospects don't see why they should care.

What to look for: memorable descriptions of outcomes and features, common themes in descriptions of outcomes and benefits of using your product.

What's next: copy update, testing and validation.

Check out this example >>

REMOVE GENERIC FEATURE DESCRIPTIONS AND REPLACE THEM WITH MEMORABLE COPY

When: session recordings and heatmaps show that benefit descriptions or features pages lead to a "meh" response, or your headlines, subheaders, and CTAs are short or generic.

Why: "everybody does it" means "everyone's eyes glaze over." Breaking the rules by using reviews can help un-glaze your website visitors' eyes (and make the "So what?" point as well).

What to look for: memorable descriptions of outcomes and features, especially connected to "everyone has that on their website" features that are not necessarily meaningful by themselves.

What's next: copy update, testing and validation.

Check out this example >>

FIND NEW USE CASES

When: if you're looking for new opportunities and/or prioritizing different ICPs.

Why: especially if you don't run continuous customer research, there may be some unexpected use cases or customer segments that are promising but overlooked.

What to look for: use cases outside of what you expect or describe on your website.

What's next: customer research and market research to determine use case viability, copy updates and validation, content planning for the new use case.

Check out this example >>

IDENTIFY USE CASES TO RETIRE

When: niching down, narrowing down your list of ICPs to focus on the best-fit customers.

Why: especially if you don't run continuous customer research or competitor research, you may be focusing on features that already exist somewhere out there, and don't make sense anymore (especially if they attract non-ideal segments).

What to look for: "yes, but..." reviews or specific feature callouts (or pricing comparisons).

What's next: customer research and competitor research, cutting use cases or updating copy to prioritize best-fit customers and use cases.

Check out this example >>

PINPOINT JOBS TO BE DONE FOR SPECIFIC PERSONAS

When: developing or updating "For {company type}" or "For {role type}" pages for different ICPs.

Why: even if your product is awesome for both startups and Fortune 500 companies, their day-to-day challenges and goals are going to be very different. Developing "For {company type}" or "For {role}" pages is the place to focus on specific challenges and jobs to be done.

What to look for: ICP-specific reviews with common themes regarding goals and challenges on the way to achieving them.

What's next: customer interviews and surveys, copy update and validation.

Check out this example >>

IDENTIFY COMMON BARRIERS TO CONVERSIONS

When: you have a nagging suspicion that your pricing page could be doing better (or that your demo signup page is underperforming).

Why: more conversions!

What to look for: "we were using X, and were dissatisfied with..." types of responses from customers switching to your product, "it is often the case that {products in category X} {failure or common issue}" reviews.

What's next: customer interviews and surveys, prospect interviews, non-buyers interviews, copy update and validation.

Check out this example >>

FIND COPY IDEAS TO OVERCOME THOSE BARRIERS

When: you have a nagging suspicion that your pricing page could be doing better (or that your demo signup page is underperforming).

Why: more conversions!

What to look for: "we were concerned that... but" types of reviews or specific callouts of guarantees that exist but are not mentioned on the pages you're planning to optimize.

What's next: customer interviews and surveys, prospect interviews, non-buyers interviews, copy (and maybe offer) update and validation.

Check out this example >>

PULL OUT CONTENT IDEAS TO EDUCATE YOUR ICPS

When: you believe that your prospects are at the problem-aware stage (and need a lot of information to get to the product-aware stage).

Why: if content is part of your growth strategy, it's one of the sources of inspiration.

What to look for: mentions of available resources, mentions of questions or concerns while researching products, descriptions of specific use cases or projects.

What's next: customer interviews and surveys, content analysis, competitor content analysis, keyword research, and content planning.

Check out this example >>

RECAP

You can find memorable copy, new messaging, and more with review mining (if you know where to look)

This is what you've learned:

- 2 ways to start mining reviews

- 14 use cases and why they matter

- Next steps after you go through your or competitors' reviews

- Additional research activities to make sure that your hypotheses are not based only on review mining (which is one of your tools, not an end-all quick hack to make things instantly better)

ABOUT
EKATERINA

Thank you for reading!

If you're stuck on how to apply what you've just learned, or just need someone to run the research for you because you've got other things to do, reach out!

Email me at ekaterina@pinwheeltrans.com, connect with me on LinkedIn, or start our convo here.