

How to Create Great Reviews

As an influencer in our platform, your influence comes from the **quality** of your reviews, not from the **quantity** of followers you have on social medias.

Great reviews are **genuine, authentic**, and are **valuable** both to the potential consumers and to the ultimate development of the company, no matter they are praise or complaints. And to save the precious time of potential readers, we encourage you to make your review as **concise** as possible and worth every word.

And please be reassured that marketers in our platform know that fake and misleading reviews might help increase company's revenue in the short term, but the negative WOM starting from misled and angry consumers will hurt the reputation and revenue of the company in the long run. They need influencers for their **independent expertise, knowledge, insights** and access to

potential buyers who trust them because they write what **can be trusted**.