

亚马逊英国站如何向 Top reviewer 索取好评

第一步: 查找亚马逊 top reviewers:

在亚马逊网站上找到排名前 10000 的 reviewer [名单](#)。

名单链接:

<https://www.amazon.co.uk/review/top-reviewers>

Amazon's Top Customer Reviewers

Our top reviewers have helped millions of their fellow customers to make informed purchase decisions on Amazon.co.uk with their consistently helpful reviews. We honour those who have reached the pinnacle of the rankings each year. Take a minute to explore the reviews written by these customers. They will



Rank	Customer Reviewer	Total Reviews
# 1	 Mr Baz See all 3,757 reviews	3,757
# 2	 JackJack See all 348 reviews	348

第二步: 找到对你的产品品类感兴趣的 top reviewer

亚马逊



JackJack

London, UK

HALL OF FAME

TOP 10 REVIEWER

#2

Reviewer ranking

97% helpful

votes received on reviews



Reviewed

Dingbats* Lined Wildlife Notebook -
A5+ (Black)

1 of 1 people found this review helpful

★★★★★ **Punches above its weight**

March 17, 2016

Disclosure: the company provided a free sample for this review.

This is a handsome A5 notebook - much thicker and better-made than I was expecting, given the RRP. The cover is made from bicast leather (split leather backing covered with a layer of polyurethane, and a grain texture embossed on it). Not quite as luxurious as a 100% leather cover would be, but it's no less attractive. [...Read more](#)

可以在他们的 profile 页面找到他们的 email 和他们的兴趣。如果没有 email，可以在社交网络例如 Facebook, Twitter 查找他们的名字，大部分都会有联系方式列出来。

（注：为了减轻您的工作负担，我们已经把排名前 10000 的所有 reviewer 的姓名，email，兴趣等整理了一个完整的表，您可以在本文的最后下载）

第三步: 根据你的产品，修改如下 email 模板:

Hello Ali,

I found your email address in the top 10,000 reviewers on Amazon page and see you've reviewed other photography products. Would you like to try out my new super cool 10 foot long selfie stick? Here is my listing on Amazon.com:
<http://www.amazon.com/dp/B00UR76N8O>

I would really appreciate an honest review. Simply let me know where I can send you my product for free.

Thank you so much in advance,
Chris
Super Cool Selfie Sticks, Inc.

请注意，这些 top reviewer 一般来说都很忙，所以 email 要尽量简短，清楚，有礼貌。并不是每一个人都会对你的产品感兴趣，但是如果你联系了很多，总会有人愿意帮你写 review 的。

第四步：如何把产品发给 reviewer

最简单的办法是创建一个 fulfillment order。首先登陆亚马逊卖家账户，打开库存菜单。在库存页面，选择该产品，然后点击 **Create a fulfillment order**。然后根据提示操作即可。



另外一个办法是创建一个折扣码然后发送给 reviewer，让他可以以非常低的价格或者免费购买产品。

第五步：让 reviewer 在留评时，做简单声明

根据亚马逊的规则，如果你免费给客户提供了产品，让他们做 review 的话，review 里面应该申明 **received this product for free in exchange for a review** 或者其他类似的声明。

