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***STRATEGIES
TO GET MORE
POSITIVE
CUSTOMER
REVIEWS***



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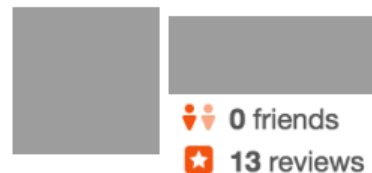


BAD REVIEWS EQUAL LOST REVENUE

Every review initiative starts with putting yourself in your customers shoes and thinking from their perspective. Imagine your customers are planning to visit a new place tonight but they're unsure of their options.

So they do a quick search on Google or any review site to assess their options.

They select a business they like the look of and start reading a few reviews when suddenly they come across this...



I am so disappointed. I feel like I was just held up. I got a \$10 caesar salad to go-What a rip. Terrible, boring dressing. 4 boring, no flavor croutons, powder cheese. I had to go home and use my own lemon wedge and anchovie, and find some dressing to put on the dreadful thing. There is no service there, but he has the tip jar pretty dang prominent. He definitely convinced me to not try anything else there.

Was this review ...?





This makes your customer immediately stop and choose another option. Looking at the screenshot on the previous page, you can see that 13 people found the negative review useful.

One negative review and you've lost (at least) 13 customers in this case.

When you factor in the lifetime value of a customer, you can see how negative reviews can cost a business like yours, thousands in lost revenue.

It's for this simple reason that we decided to write this eBook. This guide is designed to help your business avoid negative reviews and at the same time, foster a proactive approach to capturing positive reviews.

Online reviews have the potential to give your business the best return on investment possible.

There is no getting away from the fact that online reviews influence customer behaviour, from planning a visit to making a purchase.



A recent study from BrightLocal found that 85% of consumers trust online reviews as much as personal recommendations. Furthermore, 73% of customers trust a business more because of positive customer reviews.

So, the big question that we'll be answering in this eBook is:

“

**How do you get your customers
to write positive reviews that get
you more customers?**

”

WHY YOU NEED A 5-STAR REVIEW STRATEGY

We live in a world where our purchasing decisions are influenced by online reviews as they provide social proof and validation. However, there are 3 main reasons why local businesses are not able to scale and become super popular, due to:

- 1* Failure to capture positive reviews
- 2* Never respond to negative reviews
- 3* Not managing their presence on review sites

Rectifying the 3 areas above can help your business outperform your competitors.

The big take-away here is that more reviews means more proof which results in more trust in your brand.

WHAT'S A 5-STAR REVIEW STRATEGY?

A 5-star review strategy is a set of techniques and tools that you can deploy to get more positive customer reviews, respond and manage reviews across all the platforms where your business is listed.



But why do people trust reviews more than what you have to say about your own brand?

Reviews by nature are impartial.

For example, when you talk about your business, you will use the best adjectives and trusted sources to convey your image and make a positive impression.

Modern customers are savvy and understand that the words a business uses to describe their brand are inherently biased.

Is there someone who can have an objective view?

Yes, it's someone who has used your product or service - a customer.

The people leaving a review do not have a vested interest in your business. They used your product or service because they wanted to and now their opinion becomes impartial.

REVIEWS ARE RELEVANT

When you typically talk about your products, services or business, you probably talk in terms of benefits and features. You don't necessarily talk about how it feels to use it.

However, reviews are designed to talk about how a customer felt or how a particular problem was solved. This is powerful when trying to attract new customers.

In a review, the voice of the customer talks about the small details that you may have missed as a business owner. For example, it might reference a particular member of staff or even the fact that you offer free WiFi. The point is, a review adds credibility to your business.

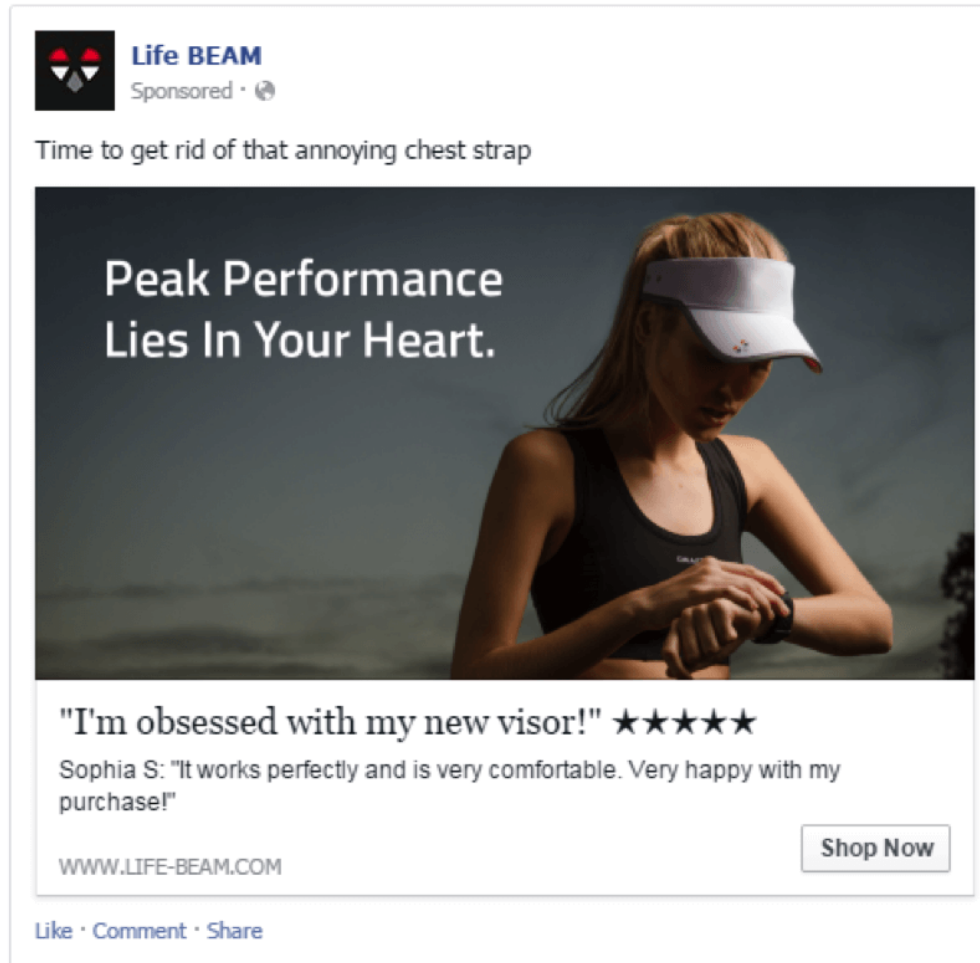
SOCIAL PROOF


Reviews are a great source of social proof. The more reviews you have, the more you're telling your customer, *"Hey, don't listen to me. Just look at all these people who have used my service."*

SOCIAL PROOF

...is the concept that people will follow actions of the masses.
The idea is that since so many other people behave in a certain way, it must be the correct behaviour.

In fact it's so powerful that people use social proof in ads. The following example illustrates this:



Life BEAM
Sponsored · 

Time to get rid of that annoying chest strap

**Peak Performance
Lies In Your Heart.**

"I'm obsessed with my new visor!" ★★★★★
Sophia S: "It works perfectly and is very comfortable. Very happy with my purchase!"

WWW.LIFE-BEAM.COM [Shop Now](#)

[Like](#) · [Comment](#) · [Share](#)

As humans, we are social creatures and place a lot of value on the opinion or behaviour of others. We all like to see what people around us do or are doing before making our own choices.

Positive reviews indicate that a business or its products/services are tried and tested by our peers. This gives us the confidence to go ahead and try it for ourselves.



STRATEGIES THAT ACTUALLY WORK

The following strategies are great ways to help you get more online reviews.



1 REQUEST MORE REVIEWS

The first technique is actually obvious. If you want more reviews, ask for them.

Start by having a mechanism in your business where you ask more and more customers to review your business online.

This could be as simple as prompting customers in store to leave a review. You can ask for reviews as part of the checkout process or as they are leaving the store.

A lot of businesses do this by writing emails, sending text messages or even via a WhatsApp text.



Here is an email example asking for a review:

“

Hi [CustomerName]!

I was a pleasure working with you on your project. Thank you for your business!

Online reviews from awesome customers like you help others to feel confident about choosing [BusinessName], and will really help us grow our business. Could you take 60 seconds to leave us a review on [ReviewSite]? Here is a direct link:

[Link]

I would really appreciate it. Thank you in advance for helping us out!

[Name]



2 COLLECT CONTACT DETAILS

You can only ask for a review once a customer has left your store, if you actually have their contact details.

That is why building a database that contains the contact details of your customers, such as their email address and phone number, is crucial towards acquiring reviews.

If a customer is willing to share their contact details, it means they are already happy or satisfied with their shopping experience. These are the people who are likely to give you positive reviews.

Try to send out an email or text message within a few minutes of the customer checking out, prompting the customer to leave a review. Add a friendly follow up reminder with a smiley face and you're well on your way to securing positive reviews.



FIND THE REVIEW MOMENT

Timing is crucial when you are asking for a customer review. Imagine you are sitting in a restaurant and having a meaningful conversation with a friend or you're on the phone while you are settling the bill.

What chance do you have to secure a review request in the examples above? Zero!

When you're trying to get a review, you need to wait for the right moment. Make sure you have your customers' attention and they are not engaged in any other activity. One of the biggest reasons why people don't leave reviews is because they are asked at the wrong moment.

Another problem with asking for a review at the wrong time is it could result in a customer leaving a negative review. This is something you should try to avoid as we have seen earlier in this eBook, a negative review can seriously harm your business.

If you are able to crack the code of finding the right moment, nothing will stop you from gathering more positive reviews.



Here are some examples of the right time to ask for a review:

- › After a repurchase, reorder or reuse of your service
- › After a customer tags you in any social media post or adds a relevant comment
- › If a customer refers someone they know to you

These are just a few examples of signs that your customer is happy and most likely to leave your business a positive review.



4 GET ON THE SAME SITES AS YOUR CUSTOMERS

Your strategy as a business should be to be in all the different places where your customers are likely to search and find you.

Here are some of the most popular websites that your customers might be trying to find you:

- › Facebook
- › Google Business Pages
- › Trustpilot
- › Tripadvisor
- › Foursquare
- › Yelp

Based on the type of business you operate, you want to be at all the relevant places.

For instance, if you're running a hair salon, you want to be visible on Facebook and Google, but probably not Tripadvisor which is more for travellers or tourists. Similarly, if you operate a cafe or restaurant, you will look to have a profile on Yelp.

PRO TIP

Chances are your customer will review your business at only 1 place.
So make sure you ask them to write a review at the site
which matters to you most.



5 BEGIN WITH OPEN ENDED QUESTIONS

Never start by asking directly for a customer review. Instead, start a conversation and use an open ended question to begin the process.

For example, ask your customers, “How are you liking the product?” or “Are you ready to purchase again?” or “How was your recent interaction with customer support?”

By starting a conversation, you can gauge your customers level of satisfaction before you actually ask for the review.

Using open ended questions can be helpful in 2 ways:

- › You can source helpful customer feedback.
- › You can avoid the mistake of asking for a customer review before learning they had a bad experience.

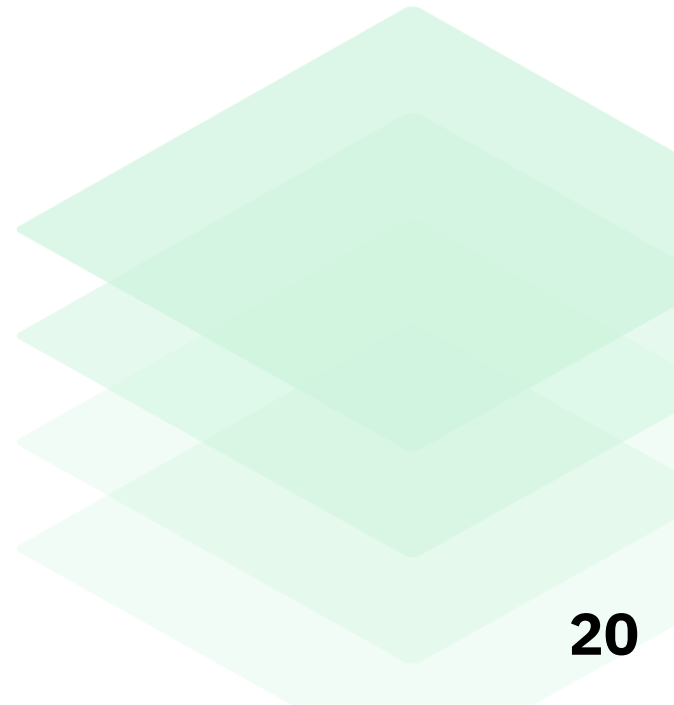
Collecting genuine customer feedback is really useful for your business and your future marketing campaigns so get into the habit of compiling open ended questions to make the process easier in the long run.



6 LET THEM KNOW HOW LONG IT WILL TAKE

Your customers are busy people and there are lots of things vying for their attention. In order to collect the most amount of reviews, you need to remove as many obstacles or challenges in the process.

One of the biggest points of friction is time. If the customer perceives that they don't have time to fit in a review, they won't. However, if you tackle this concern head on, you can change their thinking while you have the chance. For instance, you can say or write, "It will only take 2 minutes" as a side-note in the instructions to leave a review.





7 CREATE INCENTIVES

It is important that you give your customers a reason to review you. It could be something as simple as writing a personalised thank you note, but the actual gesture will go a long way in making your customers feel special.

Offer incentives to make your customers want to write a review, such as a discount, coupon, entry into a prize draw or even cash.

For example, you could provide every customer that leaves a review a 10% off coupon. You don't need to always let the customer know about the incentive, as the surprise factor will add an extra bit of "wow" to their experience.



8 USE IN-STORE PLACARDS TO ENCOURAGE REVIEWS

As we have seen earlier in this eBook, one of the most effective ways to trigger a customer review is when the customer is in the store. Your customer is using your service right there and then so it's a great time to prompt for a review.

So how do you do it? By using in-store placards.

A great example of this is by using QR (Quick Response) codes as they give you more control. You can decide where you want to send your customers and collect reviews on the sites that matter to your business the most.

You can add QR codes to all your print and digital media such as flyers, brochures and even on your social channels or website.

Using in-store placards give your customers clear ways to leave their feedback and prove that your business really cares about their opinions and the continuous improvement of your services.



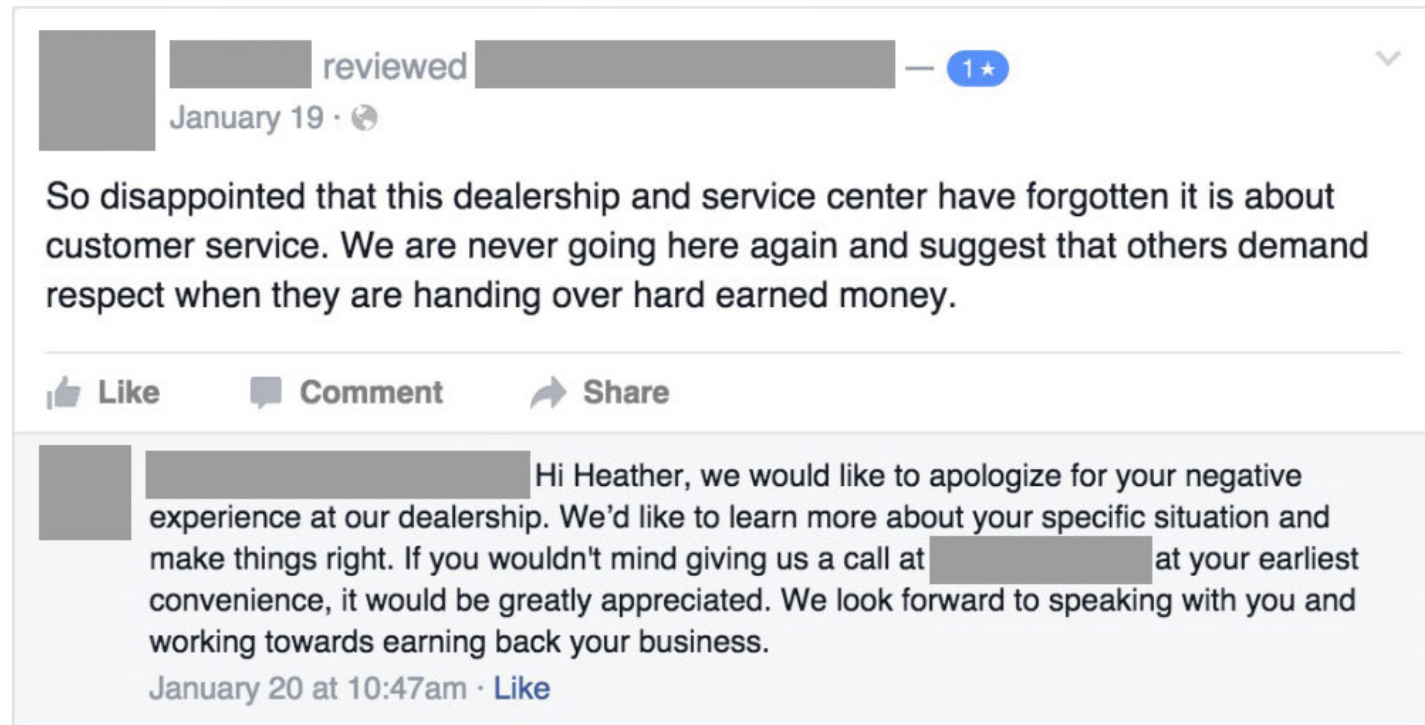
9 RESPOND TO ALL REVIEWS, INCLUDING NEGATIVE REVIEWS

The very nature of online reviews mean that you will collect positive as well as negative reviews. We are all humans and sometimes, even with the best intentions, we don't quite meet the expectations of our customers.

Of course, you want to try and capture negative reviews before they are published online but if you do get some negative reviews, you always want to address the negative customer.

There are 2 main ways you can address negative reviews. Firstly, a generic apology without showing you've heard the customer.

This is a good response and should help to resolve the issue in most cases. However, there are situations where a generic response won't work and you need to empathise more to show your customer that they've genuinely been heard. Here is an example:



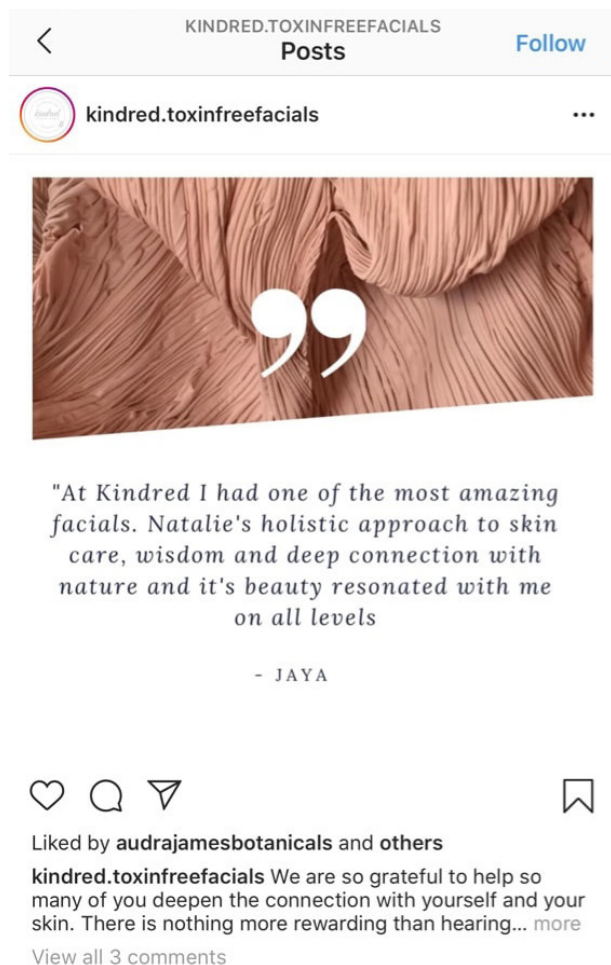


Here, not only has the company addressed the customer, they have also given a reason why the negative experience may have happened. It sends a signal to all future readers of this negative review that it's an error and the business is prepared to fix it.

Furthermore, it encourages more customers to appreciate your business and even change their bad review with your proactive response.



10 SHARE POSITIVE REVIEWS YOU'VE ALREADY RECEIVED



You already know that the more customer reviews you receive, the better it is for your business. But how else can you leverage all this customer positivity about you?

Well, by sharing reviews with your prospects.

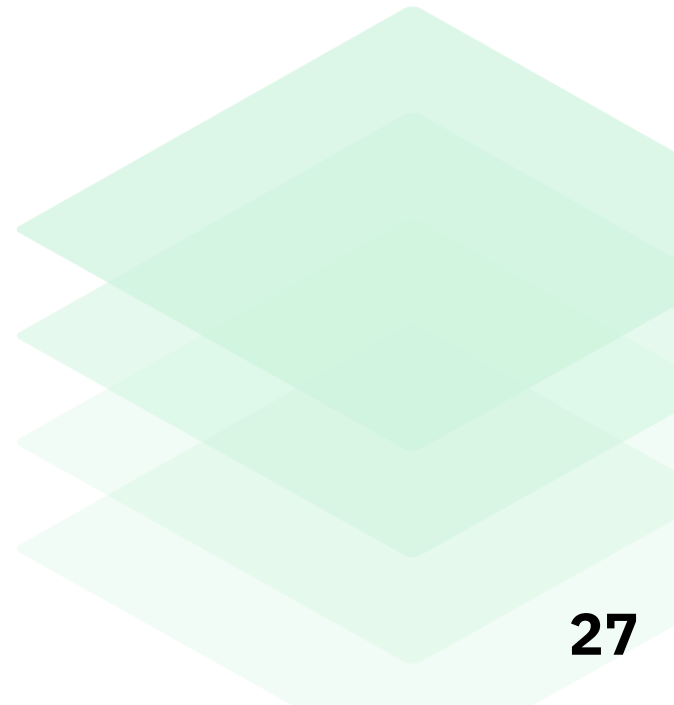
One obvious way to do this is by placing positive reviews in the store or sharing quotes on social media. In fact, Facebook has a share button that allows you to share all the reviews that you receive on your Facebook page. Many brands use these reviews and turn them into eye-catching Instagram posts.

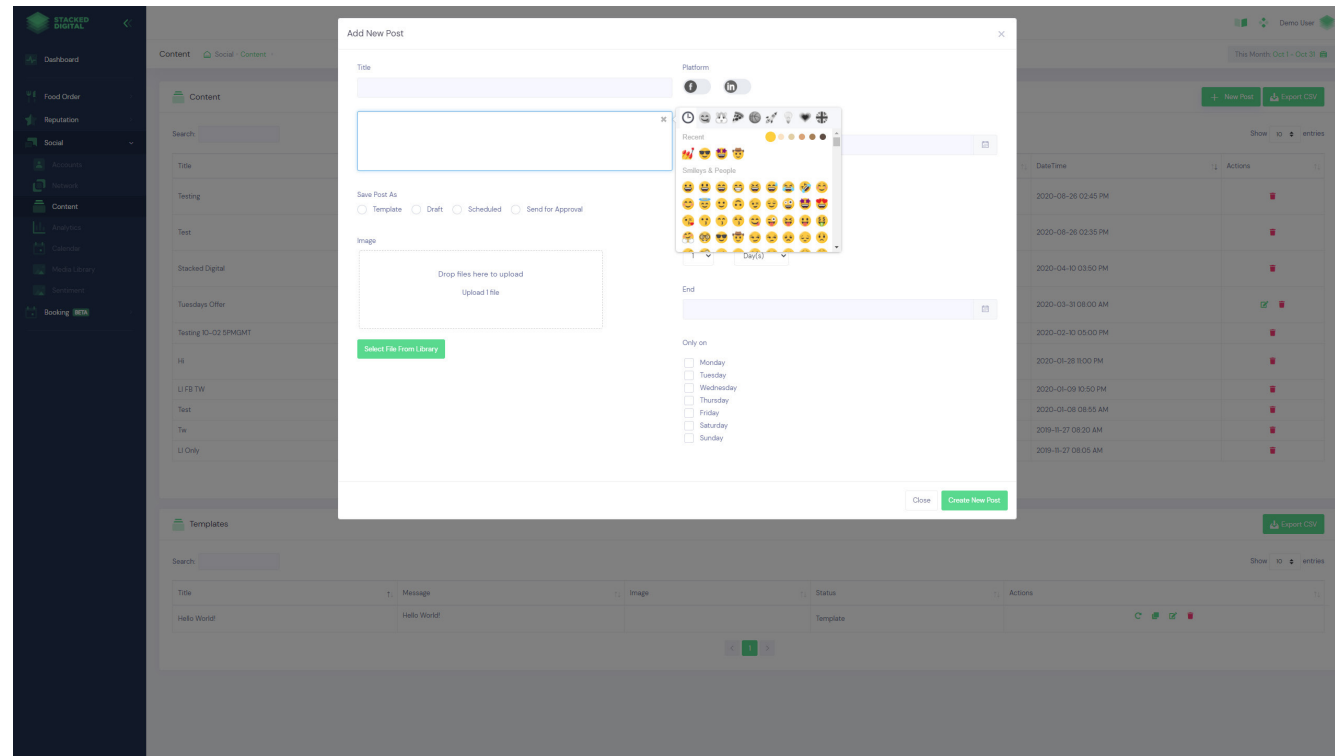
Here is an example by Kindred that was turned into an Instagram post.



Overall, by promoting positive reviews, you are inspiring people to share their own.

Social proof is a powerful marketing tactic. If customers see other people liking or sharing reviews, they're more likely to do the same by following the crowd. So make sure that, in addition to asking for new customer reviews, you're promoting the positive ones you receive across your brand's channels for promotion. Using a social media management tool, you can do so easily.





Using a Social Posting Platform, such as the one above created by us, Stacked Digital, can help your business connect all your favourite social channels and post content simultaneously. With the ability to edit images and check the sentiment of your social audience, you can maximise the impact of all your customer reviews.



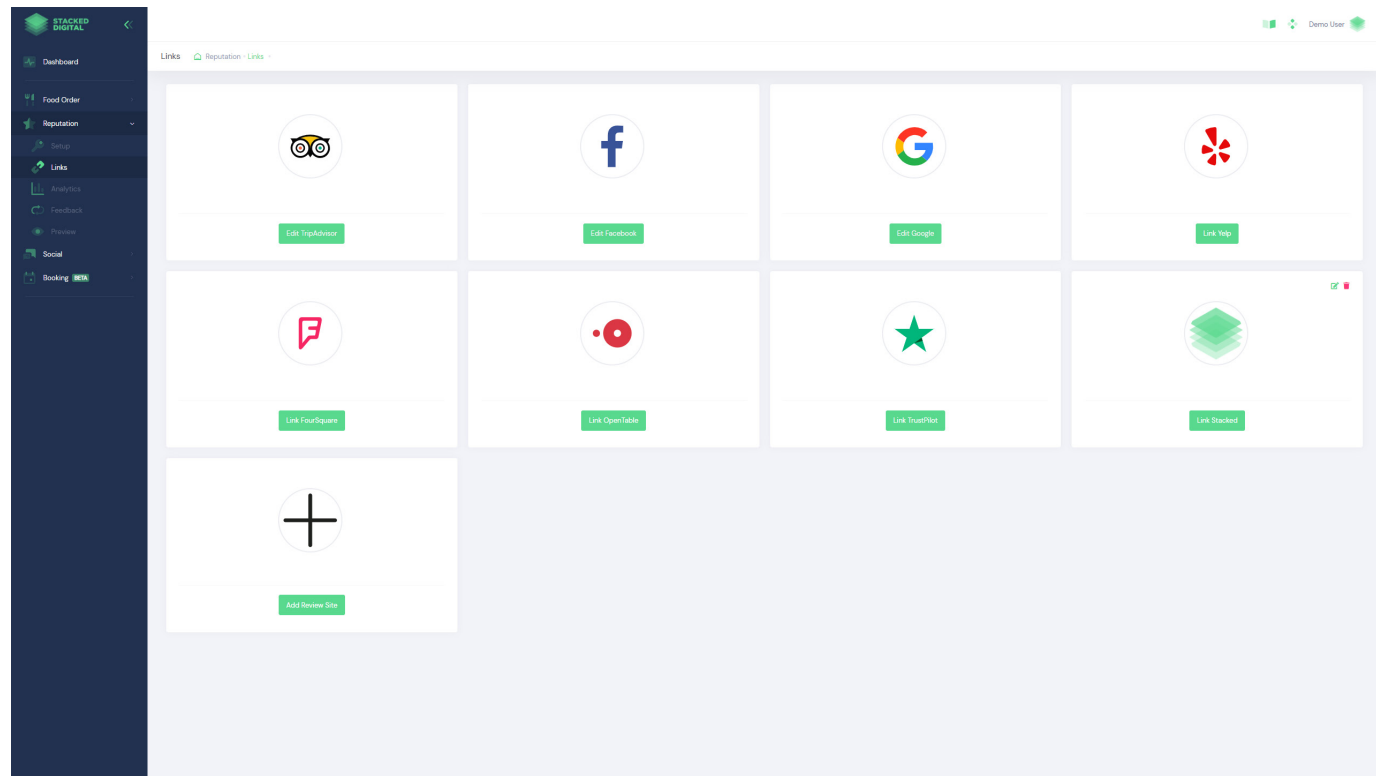
11 CHOOSE A METHOD THAT WORKS FOR YOU AT SCALE

We all know that more reviews equal more customers. However, asking people to review manually or by using emails or phone calls may not be scalable. How can you ask for more reviews without having to interfere every time?

One method is to use a Reputation Management Platform created by us, Stacked Digital.

It allow you to:

- › Connect all your favourite online review sites in one place.
- › Customise the messages that prompt your customers to leave a review.
- › Preview your review system before it is deployed to your website.
- › Collect negative reviews at source before they are published.
- › Get actionable insights from the feedback you're getting online.



Having a system like this in place will make your business unique as it gives you a process for capturing those crucial customer reviews. With tools like this at your disposal, you can scale your review gathering process and also save time in the long run.



HOW WE CAN HELP

In today's world, the importance of positive reviews can't be understated. Social media, forums, review sites etc, are the first point of call for potential customers to find out more about your business.

As a business owner, building and managing your online reputation is essential for the long term success of your business. While it can take years to build a brand and reputation, it can all be destroyed in seconds with a few negative reviews.

We've explored how you can get more people to review your business. We've taken a look at how you can automate the process and also how you can make it easier for people to leave an online review in the first place. We touched on what you can do when negative reviews emerge and on the importance of being prompt and objective in your response.

The simple truth is if you can increase the number of positive reviews for your business, your revenue will rise.

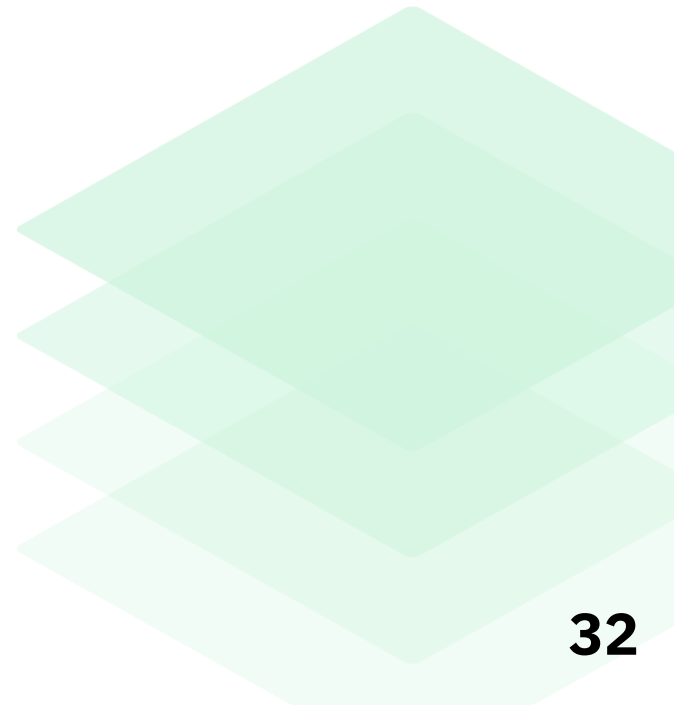


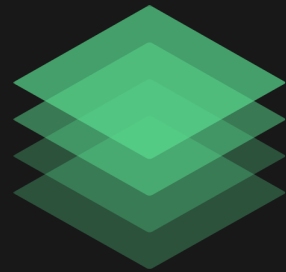
Getting people to provide an online review of your business may be challenging. However, by following the steps outlined in this eBook, you should have a better idea of how to score more online reviews consistently.

But our commitment and support to your business does not end with this guide. As a Digital Agency, we understand technology and how to help businesses like yours take advantage of the many solutions that are available to engage your customers.

From online reviews to social media posting and everything in between, we have the tools, platforms and advice to help you succeed.

To find out more, contact a member of our team today.





**STACKED
DIGITAL**

Your One-Stop Digital Agency

***We provide technology solutions
that add value to your business***

stacked.pro

admin@stacked.pro

0330 1331 006