

# Review Management 101: The Abbreviated Version

The definitive guide on *increasing* online reviews and using those reviews to further your purpose.


Read our full 6 part series: [Review Management 101](#).



A Positive Online Reputation is essential for every business, organization, and professional operating in today's digital world.

Reviews are important to everyone.

**Businesses**  Want more high-quality customers?

**Professionals**  Want to build your personal brand?

**Non-Profits**  Need more awareness and donations?



## TRUST

For nearly 9 in 10 consumers, an online review is as important as a personal recommendation.



## CONVERT

93% of consumers say that online reviews influenced their purchase decisions.



## REVENUE

Customers are likely to spend 31% more on a business with "excellent" reviews.



## Enter "Review Management" - The Art of Increasing and Maximizing Your Positive Online Reviews in 6 steps

The goal is to get more positive reviews and lots of them. Review Management is the step by step process to increase and maximize your positive online reviews the right way.



### Step 1: Provide Amazing Customer Service

If you want 5 star reviews, it all starts with providing 5 star service. The first step in Review Management is providing amazing customer service.

Customer service is creating memorable experiences while solving your client needs. Pleasant, positive, and respectful staff. Deep product and service knowledge.



### Step 2: After the Sale - Engage and Ask for Customer Feedback

It goes a long way to ask a customer, "How did it go?". It shows you want to know, it shows you care. It's also a big leap for some business owners who fear asking or exposing themselves to negativity.

Be prompt. Keep it short. Create a repeatable process.

\* Use Review Monkey to Automate the Customer Feedback Process



### Step 3: Handling Feedback: Embrace the Positive, Address the Negative

You asked for feedback, now what? How you handle feedback is as important as asking for it.

Embracing the Positive

1. Say Thank You
2. Personalize your message as much as possible
3. Ask for a formal online review

Address the Negative

1. Apologize and say thank you
2. Be polite
3. Provide contact information
4. Right the wrong if and as soon as possible
5. Keep it short

\* Use Review Monkey to automatically channel Customer Feedback



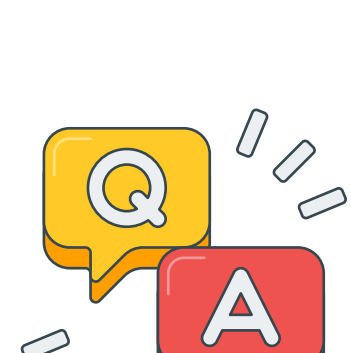
### Step 4: Asking for the Review. Do it Fast & Make it Easy.

Even when a customer is over-the-top pleased with their experience you cannot rely on them to leave you a review on your own. You have to ASK!

You need to ask when that customer is still HOT and you have to make it easy.

1. Ask when the customer is hot and happy. While the transaction is still in their mind.
2. Direct customers to the right spot with ease – don't make it a hunt. Send them DIRECTLY to Google Business or Facebook or wherever is important to you. Send them the direct link.

\*Automate the entire Review Management process with Review Monkey



### Step 5: Respond to all Reviews

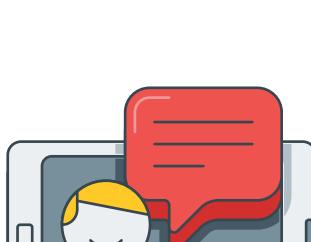
Responding to Reviews isn't Recommended, it's a REQUIREMENT. While it might be daunting, responding to Positive AND Negative reviews is a MUST. You've asked for the review, now we must respond.

Responding to the Positive:

Be Quick.  
Be Thankful.  
Be Personalized.

Responding to the Negative:

Be Humble.  
Be Helpful.  
DO NOT Be combative or defensive.  
Provide a Solution.



### Step 6: Marketing Positive Reviews

You've done the work and are rewarded with a mass of positive reviews. It doesn't stop there. Now it's time to reap the rewards of earning a shining online reputation. Marketing Positive Reviews is all about showcasing your reviews to generate new business, furthering your brand, and increasing your online reputation.

1. Display your reviews on your website
2. Create social posts out of positive reviews and post them regularly.
3. Share reviews in promotions emails

\* Use Review Monkey to embed your positive reviews on your website

## Maximize Your Chances Of Getting The Most Positive Reviews Possible

Whether you use a manual process or use an automated tool like Review Monkey, the most important part is that you create a process that works for you and stick to it!

If you would like to automate and streamline your review management with Review Monkey, we offer a free demo and free onboarding.

Visit [reviewmonkey.app](#) to Get Started



REFERENCES:

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