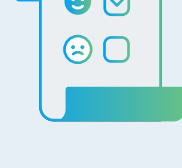
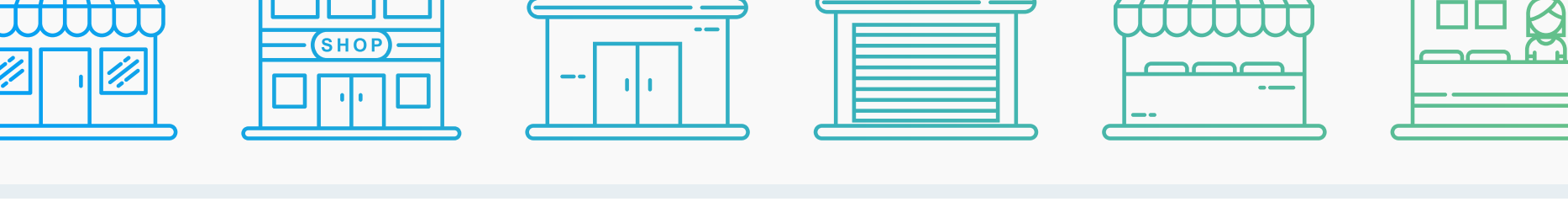


Review Management 101:

HOW TO EFFICIENTLY AND EFFECTIVELY GET MORE GOOGLE REVIEWS FOR YOUR BUSINESS

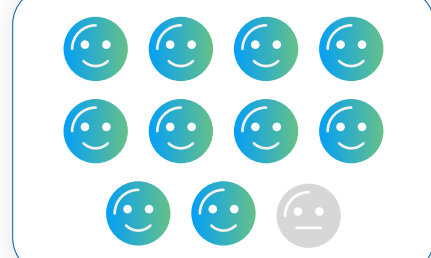
The definitive guide on **INCREASING** Online reviews and using those reviews to further your purpose.



In our digital age, it's absolutely crucial for every local business to have a strong, positive Online reputation. And the biggest player, Google, is the top choice for stacking up customer reviews, the cornerstone of Online credibility.

But **WHY??**

Why are Google reviews absolutely critical for local business owners?



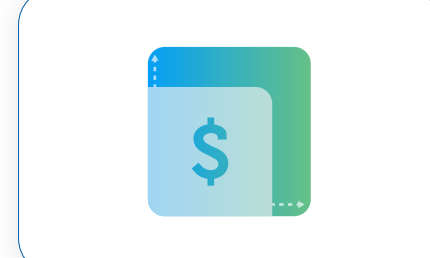
9 IN 10

consumers, an Online review is as important as a personal recommendation.



93%

of consumers say that Online reviews influenced their purchase decisions.



31% MORE

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



Enter "Review Management" - An easy and effective way to stack up positive Google Reviews.

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. Customer service is all about creating memorable experiences while solving your client needs. This means pleasant, positive, and respectful staff with deep product and service knowledge.

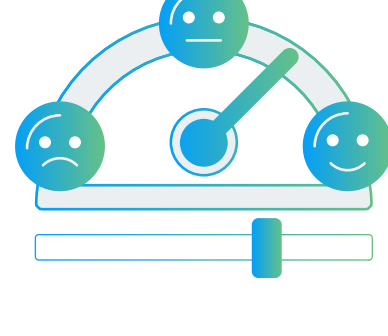


Step 2: Ask "How did it go?"

Asking a customer "how it went" after the sale goes a long way in building a relationship. It shows you care and want to know. It's also a big leap for some business owners who fear asking or exposing themselves to negativity.

Be prompt. Keep it short. Ask consistently!

* Use Review Monkey to Automate the Customer Feedback Process



Step 3: Manage the 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. ASK FOR THAT REVIEW (Step 4)

Address the Negative

1. Express gratitude for the feedback and offer a respectful & sincere apology.
2. Take immediate action to rectify the situation or concern.
3. Provide contact information for further discussion or support.

* Use Review Monkey to automatically channel Customer Feedback



Step 4: Ask for the Review

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 MUST. While it might be daunting, responding to Positive AND Negative reviews is so very important. People not only read your reviews, they read your responses.

Responding to the Positive:

- Be Quick.
- Be Thankful.
- Be Personalized.

Responding to the Negative:

- Be Humble.
- Be Helpful.
- DO NOT Be combative or defensive.
- Work towards 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.

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

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



Bonus Step 7: Empower your Team

Getting your team on board with the Review Management process is the next level. I always recommend our clients provide an incentive for employees that generate positive reviews.

While you cannot incentivize customers to leave reviews, you CAN incentivize your team to ask.

Review Monkey Automates the entire Review Management Process, making it as easy as possible to stack up Positive Google Reviews.

Visit reviewmonkey.app to Get Started



Creating a workable Review Management process and STICKING TO IT is the best way to Stack Positive Reviews. Whether you use a manual process or use an automated tool, the most important part is that you create a process that works for you and stick to it!