5 Secrets for Generating Online Reviews

Presented by RevLocal
Meet Your Presenters

Aaron Boggs, President, RevLocal

Aaron Boggs is the President at RevLocal, leading the organization's operations, culture and innovation. Aaron is committed to creating value for our clients, opportunities for our associates, and to leading the evolution of digital marketing for SMBs.

David Jackson, Local Search Manager, RevLocal

David Jackson is the Local Search Manager at RevLocal, and is responsible for the development and execution of our Local Search Marketing and Review Marketing strategies to ensure quality and value for our clients.
What We’ll Cover Today

1. Leveraging Word of Mouth Marketing
2. How More Reviews Lead to More Customers
3. Review Generating Strategies That Actually Work
4. How to Respond to Bad Reviews
5. The Lifetime Value of Your Customers
Leveraging Word of Mouth Marketing
Reviews Impact the Bottom Line

92% of users read online reviews before selecting a business (eTailing Group)

74% of users say they will not select a business with a poor reputation (Harris Interactive)

1 “star” difference in reviews results in 5%-9% difference in revenue (Harvard Business Review)
Trust & Influence

88% of customers trust reviews as much as personal recommendations
Secret 1: Online reviews are the word of mouth referrals of the digital world.
How More Reviews Lead to More Customers
Reviews are an Important Ranking Factor

- Personalization (8.3%)
- Behavioral/Mob. Signals (6.1%)
- Social Signals (6.3%)
- Review Signals (10.3%)
- Link Signals (14.4%)
- On-page Signals (18.8%)
- External Loc. Signals (16%)
- Place Page Signals (19.6%)
Rank Higher on Google with Reviews
More Reviews Lead to More Visibility
Frequency of Reviews Matters

ACS Overhead Doors
12345 FM2365, Balton, TX

4.9 ★★★★★ 22 reviews

Adrian Ayala
a month ago
★★★★★ Mr. Juan is "Juan in a Million" as far as garage doors are concerned. I am very happy with the installation of the garage door opener. Very professional. I really appreciated the time he took to explain some of the features. Highly ... More

Response from the owner
a month ago
Thank you, Adrian. We think your review was one in a million and we are glad you enjoyed the service. Let us know how we may be of service to you in the future.

Grant Flynn
a month ago
★★★★★ I’ve used ACS three times. This last time I was thrilled it was a bigger job I could have them to do, because the other two times were relatively small jobs that didn’t pay much and yet they went above and beyond to come out to my house on short ... More

Response from the owner
a month ago
We are glad to be your Garage Door Repair and Installation Service Grant. Thanks for the kind words and taking the time to leave us such a great review.

Dusty Masteller
4 months ago
★★★★★ It was a fantastic service. I contacted them via email and within an hour they had responded. I set up an appointment for a day I was available. They showed up on time. Fixed the garage in a timely manner. (For reasonably priced I might ... More

Response from the owner
4 months ago
We love what we do and we are very happy to be of service Dusty. We thank you for taking the time to leave us a review.
Frequency of Reviews Matters
Secret 2: Executing a constant strategy of generating reviews helps you be found, be chosen and be easy to work with.
Digitize Your Business: SoLoMo

Social

Local

Mobile
Your Online Storefront

Google Search for "acs overhead doors"

Pataskala Overhead Door - OverheadDoorsColumbus.com

$75 Off Garage Door Repair
Satisfaction Guaranteed: Call Now

ACS Overhead Doors: Overhead Garage Door Company

As your Butler County garage door specialists, we can repair, maintain, and service your garage door and opener. Contact us today to get your free estimate!

ACS Overhead Doors

Are potential customers finding your business when they search for listings on the Internet? RevLocal will Revolutionize your business local listing!

ACS Overhead Doors - Facebook

https://www.facebook.com/ACSOVERHEADDOORS

ACS Overhead Doors - 24 Photos - Garage Door Services

"I am very happy with the installation of the garage door opener."
"He provided excellent quality work and gave me a good price."
"They were on time and introduced themselves in a professional manner."
Review Generation Strategies
The Opportunity Gap

7% Have been asked to leave a review
89% Would leave a review if asked

Opportunity

Proactive vs. Reactive

Word-of-mouth marketing now happens online, on steroids.

• Some don’t have a strategy & hope that nothing goes wrong
• Others think because they know they are great, public perception doesn’t matter
• Develop a loyal customer following online, they will take your brand and make it their own
You Must Make Reviews Easy

Actionable review generation strategies:

- Customer email addresses
- SMS (text message)
- CRM automations
- Website (link to review site profiles)

SMBs must be willing to disrupt their business model to maintain a fresh online reputation.
Your Brand Will be Talked About

Robert Barrett
4 months ago
★★★★★ Morons. Order was botched up and when I called to speak with a manager I was hung up on by some low level employee. It took 3 calls to actually get hold of a manager and get the transaction reversed. Amateurs.

Response from the owner 4 months ago
So sorry about this, Robert! Please send just a few more details at [email]@yourbrand.com/customer-service so we can make it right!

Andrew Jarrett
10 months ago
★★★★★ [redacted], 3543 W Broad St, Columbus, OH 43201

Is a disgrace to your franchise. I have ordered pizza exclusively from [redacted]...

Danny Webb
a month ago
★★★★★ I like the neighborhood a lot. Pizza is great.

Vinnie Jr.
2 weeks ago
★★★★★ Food is always made correctly and delicious

Becky Dunham
6 months ago
★★★★★ Absolute worst location. Three times they "lost my order" and tried to blame it on myself and my roommate on calling the wrong location when it is saved in our phones. Then it took them three hours one time to deliver to my house when I ...
Secret 3: A successful review generation strategy must include a cadence of proactive activities that make generating reviews simple for the consumer.
The Art of Responding to Bad Reviews
Bad Reviews Happen

The manager was so rude I will never go back to this place. It’s been 4 years, but I still tell everyone I can to stay away. The mixed drinks are overpriced and the food is just ok. Nothing is worth dealing with the condescending **** of a manager if he happens to be in the restaurant.
Bad Reviews Happen

Joana Urena  
a month ago

🌟🌟🌟🌟🌟  Came here for a bday - food was okay - price was okay - they messed up when i was paying for the meal long story short my bank had to cancel my card and dispute a transaction , took about a month to get my $242 extra charge back , financial manager doesn't know what she is doing  
will never come back here
Bad Reviews Happen

Columbus, OH
21 friends
10 reviews

8/17/2013

Terrible. One of the worst meals I've ever had not just in Columbus but ever. Lobster Mac and cheese was inedible. Service was slow, just a whole mess. I'd give it one star but I do have to compliment the design and look of the place (what intrigued me and got me to stop in the first place).

So many great places in Columbus, this is not one of them.

Was this review...?

Useful
Funny
Cool
Bad Reviews Happen

“Never ever ever ever again”

Reviewed December 2, 2010

I made this reservation (or so I thought) to use some of my choice points but not have to spend them all.. what a mistake! I looked up location from downtown and it seemed to be a quick drive down the highway so I figured we would give it a shot. We arrived around noon. i know typically check-in isn't..

Helpful? 8 Thank
Bad Reviews Happen

R
4 weeks ago

⭐⭐⭐⭐⭐ In the past year, this place has been ruined by new management.

The chicken and sauce were mediocre... The fried rice was steamed rice with some soy sauce (no egg or vegetable) and the prices are ridiculous. There was not a noticeable difference between portion sizes.
5 Things to Help You Frame a Response

1. Your business might just not be a good fit for the customer (and that’s a good thing).
2. If your business is a good fit for the customer, then their review is a gift.
3. A bad review is an opportunity to shine.
4. Don’t take it personal. Thank them for their feedback.
5. Reasonable people don’t expect perfection.
1 complaint = 26 angry customers
H.E.A.R.D
The Walt Disney Approach
The “Happiest” Place on Earth

• **Hear:** let the customer tell their entire story without interruption. Sometimes, we just want someone to listen.

• **Empathize:** Convey that you deeply understand how the customer feels. Use phrases like “I’d be frustrated, too.”
The “Happiest” Place on Earth

• **Apologize:** As long as it’s sincere, you can’t apologize enough. Even if you didn’t do whatever made them upset, you can still genuinely be apologetic for the way your customer feels (e.g., I’m always sorry that a customer feels upset).

• **Resolve:** Resolve the issue quickly, or make sure that your employees are empowered to do so. Don’t be afraid to ask the customer: “what can I do to make this right?”
The “Happiest” Place on Earth

• **Diagnose:** Get to the bottom of why the mistake occurred, without blaming anyone; focus on fixing the process so that it doesn’t happen again.
Use the Walt Disney Approach

- **Hear**
- **Empathize**
- **Apologize**
- **Resolve**
- **Diagnose**
Use Good Reviews to Bury Bad Ones

Sean King
4 months ago
⭐⭐⭐⭐⭐  Great food & atmosphere.

Robert Morris
4 weeks ago
⭐⭐⭐⭐⭐  Food was very good as always waiting time my group was poor

David Trame
a year ago
⭐⭐⭐⭐⭐  You can’t go wrong with getting the buffet or ordering an entree. You’ll fall in love with the Bahama Mama... and if you somehow have room left don’t leave without ordering a slice of German chocolate cake or the cream puffs.

Bedford Crenshaw
a year ago
⭐⭐⭐⭐⭐  Awesome cream puffs. The buffet is enjoyable, if a bit monotonous. Looks like the same stuff whether lunch or dinner buffet, and lunch is like $4-$5 cheaper.

Elizabeth Jenkins
a year ago
⭐⭐⭐⭐⭐  The food was good but 15 dollars for the buffet is too much and that didn’t include your drink. the tables are small and crowded together. I try their draft German beer it was about 6 $ a glass for what you pay here for lunch for one ... More

Source: Grim Yelp Reviews
Secret 4: Negative reviews will happen. Use them as a valuable opportunity to be a respectable business by responding as you would want to be responded to.
The Lifetime Value of Your Customers
“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

-Warren Buffett
Determining Customer Lifetime Value

What’s your average order value?
How often do customers purchase from you?
What is your customer acquisition cost?
The Importance of Customer Satisfaction

Repeat customers spend 33% more than existing ones.
The Importance of Customer Satisfaction

30%

The rise in company value with a 10% increase in customer retention.
The Importance of Customer Satisfaction

5-20%  
Probably of selling to a new prospect

60-70%  
Probability of selling to an existing customer
It costs **6-7 times more** to gain a new customer than keep an existing one.
Putting the Focus on Existing Customers

• Customer satisfaction boosts customer lifetime value. It’s more important than ever to invest in your existing customer experiences.
The Importance of Customer Satisfaction

25-95%

The increase in profits with a 5% increase in customer retention.
Secret 5: Customer satisfaction boosts customer lifetime value. It’s more important than ever to invest in your existing customer experiences.
5 Secrets for Generating Online Reviews

Thank you for joining us!
Any Questions for Our Experts?

We’ll do our best to answer as many as we can.
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