

Managing Positive & Negative Social Media Comments



Tips for asking for
Customer Reviews

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Chapter 1:

Ask for It

Make sure it is easy, simple and fast for your customers to leave you a glowing review. Ask for the review at the point of sale if possible.

There are four ways to get reviews and testimonials: email, website, telephone call, and hand written.

Here are some ideas for gathering reviews:

- Send a thank you email with links to your chosen review sites.
- Have comment cards at the counter to use as testimonials.
- Create a page on your website with links to review sites.
- Call a select few to follow up and ask how they enjoyed their stay. Use these comments as testimonials.





Customer reviews
are an important
driver to offline
consumer behavior.

Here is a scenario for a hotel:

At checkout you see smiling faces in front of you. You ask how they enjoyed their stay. "We loved it!" they say. "We love to hear that and take your comments very seriously. Would you mind giving us a review or testimonial? It helps us improve our business. And we are in business to make people happy!" says the clerk.

"We also have a nice newsletter with cool vacation tips and recipes. Would you like to receive it?" They say, "Sure, that sounds great."

At that point, a comment card is handed to them asking for their email address (unless you can put it into your computer system.) The clerk should jot down anything personal that was mentioned during their conversation which related to their stay and what they enjoyed most. Maybe this could be done a couple times a day, or when there are very happy customers.

Tips for Asking for Customer Reviews

A few days later, you send an email with a reminder of their stay asking them to give you a review at Google or Trip Advisor. The links in the email go to a page on your website that has several options for reviews.

They can even leave a testimonial for the website and load images of themselves.

Remember that you will also be sending out newsletters to continue to build your relationship with the guest, and perhaps the occasional special that is meant just for them.



Chapter 2:

Find Review Sites for Your Industry

Pigeon Forge, TN Restaurants: See 136 restaurants \ www.tripadvisor.com > ... > [Sevier County](#) > [Pigeon Forge](#) ▾ TripAdvisor ▾
Dining in Pigeon Forge, Sevier County: See 22675 TripAdvisor traveler review
Pigeon Forge **restaurants** and search by cuisine, price, location, and ...

Pigeon Forge Restaurants | Urbanspoon
www.urbanspoon.com > ... > [Knoxville](#) > [Greater Knoxville](#) ▾ Urbanspoon ▾
Pigeon Forge **Restaurants**. Reviews from critics, food blogs and fellow diners

Best restaurants Pigeon Forge, TN - Yelp
www.yelp.com/search?find_desc=Best+Restaurants... ▾ Yelp, Inc. ▾
Reviews on Best **restaurants** in Pigeon Forge, TN The Old Mill Pottery Hous
Grille, Old Mill Restaurant, Bullfish Grill, Calhoun's, J T Hannah's Kitchen, ..

If you want to know where your customers are leaving reviews, do a search for your location and industry. For example, go to Google and search for Restaurants. If you are at your location, that is all you will need to do. GPS will find properties around you. If you are not in your location, type in the city and state as well.

What will show up on the results page are a lot of directories such as Yelp, Urban Spoon, and Google. Whatever review sites are on the first page are the sites you should consider watching.

Verify Your Business!

Make sure your business is verified on all those sites you just found. You must be consistent with your name, address, and phone number across all sites, as well as on your website. Make sure they all match!

Your Name, Address and Phone number should be in text form on your website home page. A good place to put it is in the footer. Be sure your webmaster adds this if it is missing.

It needs to be in text form, not an image.

Focus on one or two reviews websites at a time. It'll make the effort simpler and much less time consuming for you and your people. You can rotate which ones you focus on over time.

Chapter 3:

About Google Reviews

In order to leave a review on Google the reviewer needs to have a Gmail account. If the email they give you is a Gmail account, then sending that email to give you a Google review will work. Otherwise, don't assume the reviewer has one.

Chapter 4:

Never Ever Pay for Reviews

Don't risk your reputation by paying someone to leave reviews on sites. There are companies out there that offer to post reviews for you, but they have never been to your business.

BAD IDEA!

This is not only unethical, but can be illegal. Sites such as Google, Trip Advisor, and Yelp do not take this lightly. And they can tell!

This is what Yelp has been known to put on your Yelp account if they catch you...



Chapter 5:

Should You Offer a Refund?

In my opinion, I would not offer a refund or any other incentive for a bad review. If you do, you may end up with a lot more bad reviews from those hoping to get the same incentive. That is rewarding bad behavior.

However, you should know if something truly went wrong with a particular customer. Things happen. If this is the case, then take the conversation offline and offer your apology. Let them know you understand their concerns and that you have taken measures to fix it.

This conversation should only be between the customer and the owner or manager. Not an employee.

Let them know you truly care about them and your business. After you come to a resolution, then post your comment online.



Chapter 6:

Create Good Content to Bury Occasional Bad

All of your online reputation is not built on review sites. Social Media plays a big role too.

A lot of people will write about you on Facebook, Twitter, and other sites. This is seen by their followers and friends. Imagine if they had a bad experience? Will they trust their friend's comments?

You bet they will!

The key is to monitor what is being said about you online. Google Alerts is ok, but does not show you all the posts on social media. There are other sites out there that will, for a fee. But if you have a lot of customers, then it is worth it.

You need to know what is being said about you out there.





96% of consumers
said positive reviews
make them more
likely to do business

It is actually good to have a few negative comments. After all, we are only human and things happen. But how you respond makes all the difference.

Negative Reviews Can Be Helpful

If you follow your reviews on a daily basis, you may find out the weak points in your processes. Believe me, the customers will let you know! We told you earlier how to ask for reviews because normally it is the unhappy customers that take their fingers to the keyboard.

Monitor what is being said and learn from it.

Create Content

The more positive content out there, the less negative will show up in search results. Make sense? Create search-friendly content using your keywords on sites like Facebook, Twitter and LinkedIn pages for the company, along with blog posts and press releases that can push negative reviews further down in search results.



As a Review

- Ask for it
- Make it simple
- Find best review sites for your industry
- Focus on one or two review sites at a time
- Never pay for reviews
- Should you give discounts or refunds?
- Not all conversations are on review sites
- Create good content to overwhelm the few bad ones

Get More Reviews

Bonus Offer For Participants!

FREE
10-Point
Google-ize
Check-up

Contact us for a FREE 60-minute
session with our Inbound Marketing Specialist.

Your auto gets a 23 point checkup at every oil change, why not
give your business a checkup too!

Mention you attended this workshop.

Call: 865-336-2699

Email: Sandi@InboundTrain.com

www.InboundTrain.com

