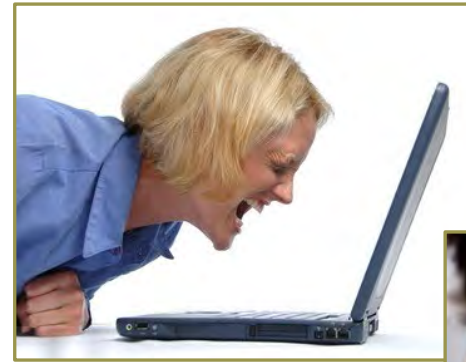


HOW TO THRIVE IN A WORLD OF ONLINE REVIEWS



GOOD MARKETING GROUP
Want **GREAT** Marketing? Get **GOOD** Advice.
GoodMarketingGroup.com

2022
MAHPBApalooza

OVERVIEW

- DID YOU KNOW...
- Why do we even care?
- Dos & Don'ts when responding to good & bad reviews
- Tips on how to build visibility & encourage positive reviews
- How to use reviews in your online & offline marketing



GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.
GoodMarketingGroup.com

2022
MAHPBApalooza

DID YOU KNOW...

81% of shoppers conduct online research before buying

- In 2014, searches made on mobile devices surpassed desktop searches – and continues to grow!

SOURCE: <http://searchengineland.com>; Myles Anderson on July 7, 2014



DID YOU
KNOW...

Search is the most common starting point
for mobile research



48%
Start on
Search Engines

42%

Automotive

41%

Home & Garden

38%

Apparel & Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel & Beauty

27%

Automotive



26%
Start on
Branded Apps

36%

Finance

22%

Electronics

21%

Apparel & Beauty

Google | Think Insights

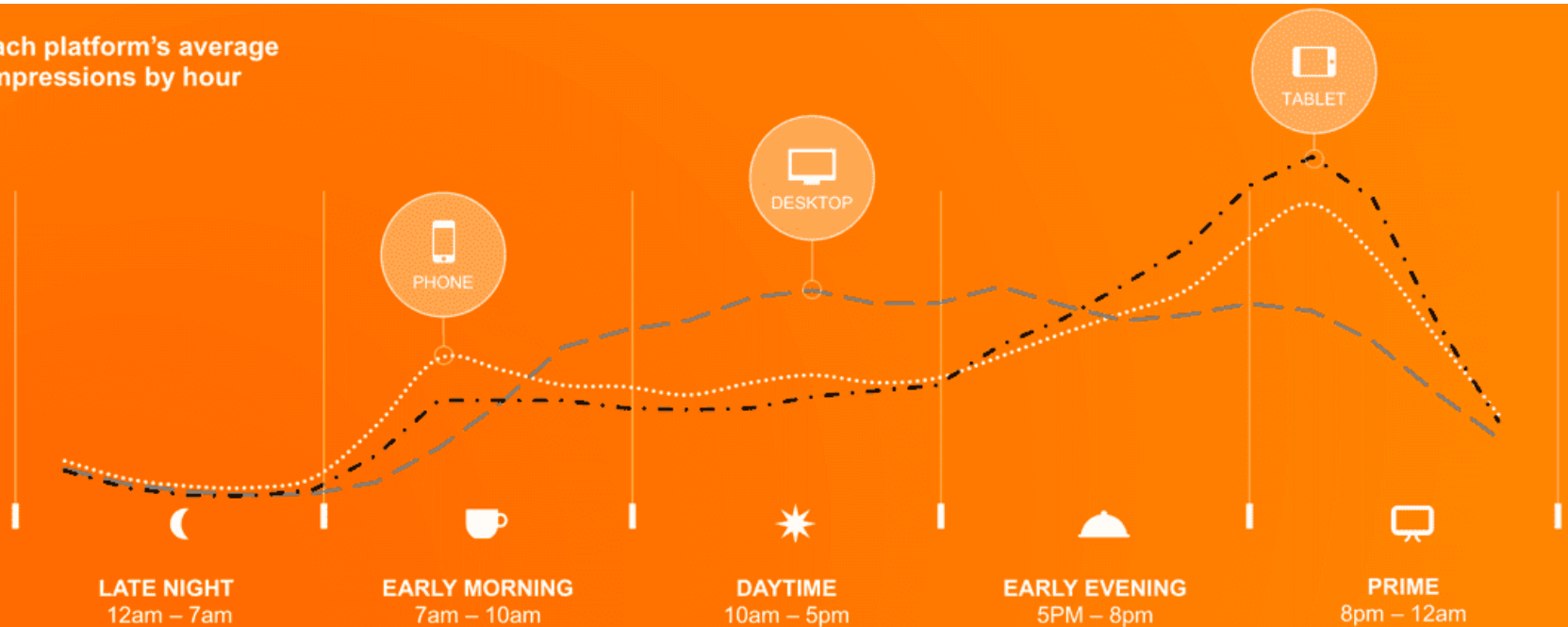
Google/Neison Mobile Path to Purchase custom study, Nov 2013

IQTIA: Thinking back to the last time you researched information about «CATEGORY» on your Smartphone, on which type of website/app did you begin your search?

google.com/think | #

DID YOU KNOW...

% of each platform's average
daily impressions by hour



SOURCE: <http://smartinsights.com>; Danyl Bosomworth

DID YOU KNOW...

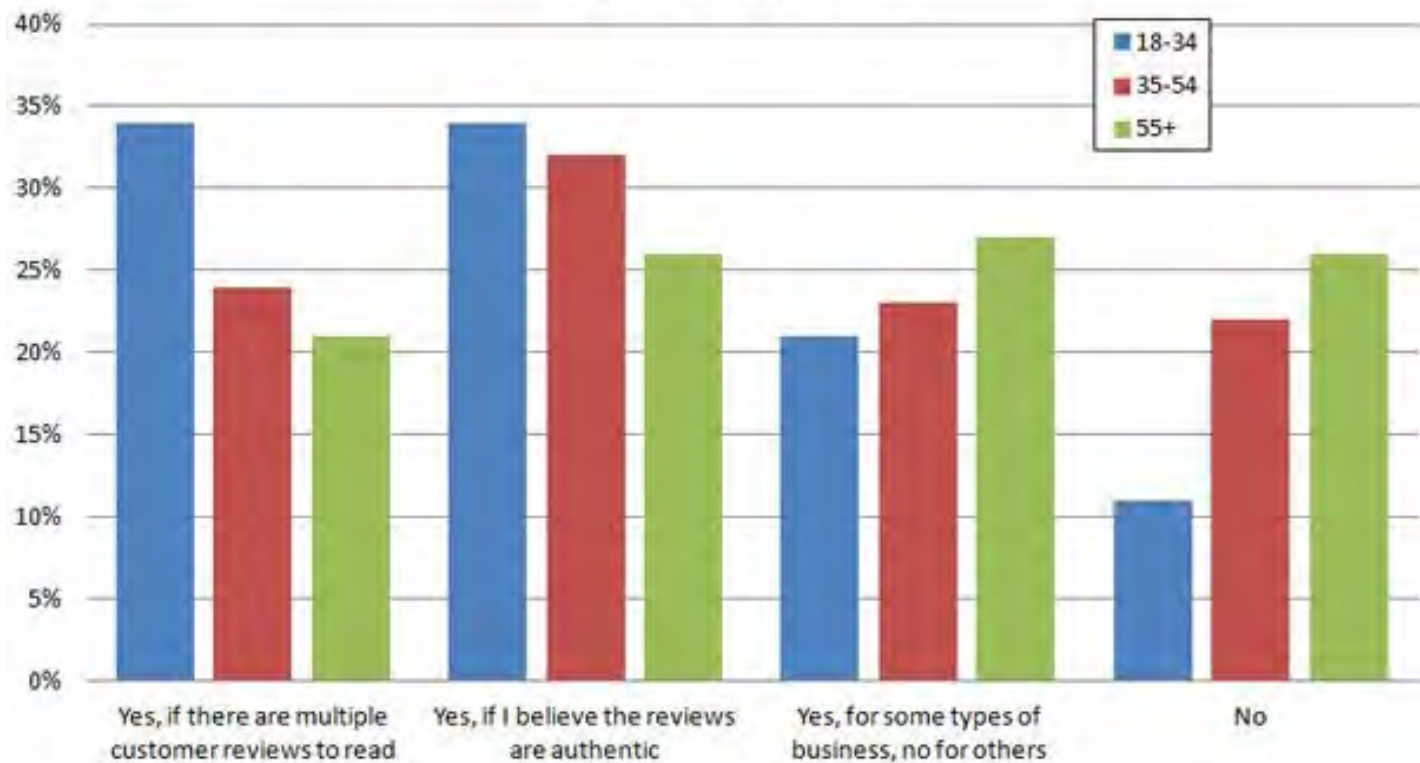
88% of searchers trust online reviews as much as personal recommendations.

- 39% read online reviews regularly
- 85% say they read up to 10 reviews
- 10% say they don't take any notice to reviews

SOURCE: <http://searchengineland.com>; Myles Anderson on July 7, 2014

DID YOU KNOW...

Do you trust online customer reviews as much as personal recommendations?



DID YOU KNOW...

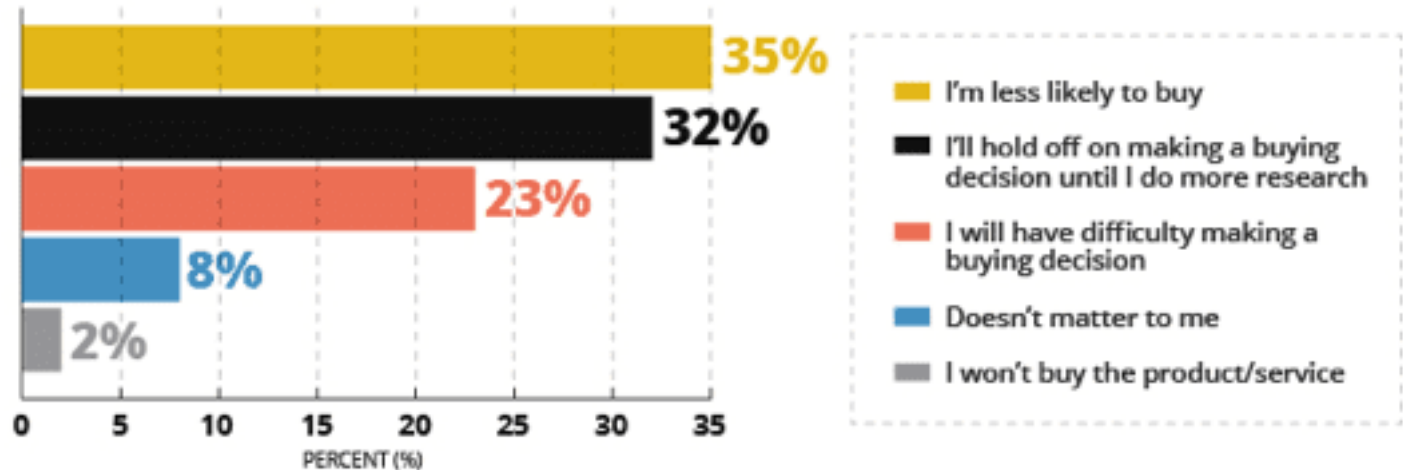
72% say positive reviews help them trust a business more.

- 50% say this trust only applies if there are multiple reviews to read.
- 50% say this trust is dependent on the reviews being authentic.

SOURCE: <http://searchengineland.com>; Myles Anderson on July 7, 2014

DID YOU KNOW...

HOW DO YOU FEEL WHEN THERE ARE NO CUSTOMER REVIEWS AVAILABLE?



WHY DO WE EVEN CARE?

Emotion

- Definition:



e·mo·tion - *noun*

a natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others

- instinctive or intuitive feeling as distinguished from reasoning or knowledge.

"responses have to be based on historical insight, not simply on emotion"

WHY DO WE EVEN CARE?

Expectations

- Definition:



ex·pec·ta·tion - *noun*

a belief that someone will or should achieve something; a strong belief that something will happen or be the case in the future.

"Reality had not lived up to expectations."

WHY DO WE EVEN CARE?

Perceptions

- Definition:

Perception IS Reality

per-cep-tion - *noun*

a way of regarding, understanding, or interpreting something; a mental impression.

“Our perception of our own company, products and services.”

WHY DO WE EVEN CARE?

Communication

- Definition:

com·mu·ni·ca·tion - *noun*

The imparting or exchanging of information or news.

"direct communication between the two countries will produce greater understanding"



DO'S & DON'TS: RESPONDING TO REVIEWS



RELATIONSHIPS & RESULTS

- Repeat Business
- Referral Business (WOM)
- Positive Reviews

DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

1. React

- Take a minute or a day to remove emotion
- Imagine face-to-face scenario in your store with other customers
- Ask someone removed but trusted to proof/review reply BEFORE posting



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Do's:

1. Apologize

- An apology can go a long way
- If can't apologize?
 - acknowledge the complaint
 - appreciate the input
- Let them know you're taking action or investigating



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

2. Worry or Obsess

- Encourage more positive reviews
- Make easy and convenient with links:
 - Email signature
 - Website



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Do's:

2. Use as opportunity

- Communicate why – operations, timeline, costs, policy
- Highlight company's strengths
- Qualities of GOOD customers
- Insight into patterns or red flags

"Why am I getting these negative reviews"

- Broken system
- Concerning employee
- Faulty equipment



DO'S & DON'TS: RESPONDING TO REVIEWS

*"This company has cancelled on me again on the same day as appointment. They've scheduled time with me a year and three months ago and today and they called the day of the appointment **saying their tech was sick**, probably because the tech got drunk last night because it was super bowl Sunday. This company has **also quoted me a price when we got the initial water equipment installed** and now on top of cancelling the appointment again they are charging me \$75 more after **GIVING ME A WRITTEN QUOTE!** This company is joke, when it comes to keeping their appointments. This comment probably won't even make it to their FB page because they only put the positive comments on!!*



UNREASONABLE

DO'S & DON'TS: RESPONDING TO REVIEWS

Jason, as a small, local company, we do care about our customers and do everything we can to keep our scheduled appointments. We don't use subcontractors, therefore, every one of our installers is an employee. Unfortunately, this means we don't have an installer on stand-by just in case a technician is out sick. However, when this does happen, we try to reschedule as quickly and conveniently as possible for our customers. We apologize you and your wife were inconvenienced and would like to reschedule with our owner after hours to make the situation right.

The benefit of being a small company is that we can keep our prices low. Given that your original written quote was over a year old, we were able to revise the quote to meet you in the middle because we don't have control of the increase made by the manufacturer on the equipment.

DO'S & DON'TS: RESPONDING TO REVIEWS



Karen Rapone

★ ★ ★ ★ ★ 10 months ago

Response from the owner 9 months ago

Karen, we don't have you in our system. Please contact us during business hours to understand how we could have earned a 5 star review from you. Our goal is to provide quality products and excellent customer service to our customers.

DO'S & DON'TS: RESPONDING TO REVIEWS

November 2016: "We brought our wood stove in for a new gasket and they f#&ked it up, we demanded they fix it, took two weeks to get it back and it was still messed up, they damaged the handle. Now that we are using it the same gasket fell off! They did not use any sealant how about that. We spent a lot of money there and thus is how you get treated. I highly recommend people stay away. If they cared about their customers they would do better job. What are you trying to kill us. I hope you can sleep at nite knowing that your employees are not properly trained. You should be ashamed of yourselves putting out shoddy work, I spent good money for this now the gaskets completely off . Thanks a lot I WANT MY MONEY BACK so I can have a competent person do the job right. This is not over yet. Bryan & Donna



NEW OWNERSHIP SCENERIO

DO'S & DON'TS: RESPONDING TO REVIEWS

September 2017: Bryan & Donna, "CompanyX" is the new owners of the fireplace shop in Hatfield — previously OLD Company. We noticed your post and wanted to invite you to contact us to service your wood stove if your issues with the product were not resolved by the previous owner. "CompanyX" takes pride in our staff of experienced service technicians, installers and sales people. Customer service is one of our priorities! We hope you will try us as your resource for servicing your stove. Stay warm this winter.

NEW OWNERSHIP SCENERIO

DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

3. Ignore reviews – bad or good

- Bad...
 - Except after ONE year from post
 - Except emotionally charged posts, Apart from:

“Feel free to contact me personally during business hours to discuss further.”

- Good...
 - Remember – “Thank You” goes a long way!
 - Customize/Personalize – so it seems genuine



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Do's:

3. Respond to all reviewers

- Good and bad reviews
- Trust that other readers will read between lines
- Other readers will read in future and judge based on response



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

4. Duplicate replies – bad or good

Except when multiple negative posts

- ALWAYS Personalize
- ALWAYS Customize



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Do's:

4. Use proper spelling, grammar & punctuation
 - Credibility
 - Understanding

Let's eat grandpa.
Let's eat, grandpa.

DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

5. Pay for reviews
 - Instead... “Thank you” goes a long way
 - Sales staff encourage positive feedback



DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Don'ts:

- FTC Rules of Endorsement
 - The Guides, at their core, reflect the basic truth-in-advertising principle that endorsements must be honest and not misleading. An endorsement must reflect the honest opinion of the endorser and can't be used to make a claim that the product's marketer couldn't legally make.
 - If your customer writes about how much they like something they bought on their own and is not being rewarded, you don't have to worry.
 - Therefore, the Guides say if there's a connection between an endorser and the marketer that consumers would not expect and it would affect how consumers evaluate the endorsement, that connection should be disclosed.



SOURCE: <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-revised-endorsement-guides-what-people-are-asking>

DO'S & DON'TS: RESPONDING TO REVIEWS

Top 5 Do's:

5. Monitor other sites & monitor for a reply to your reply
 - It's ok to repeat your reply if posted on other review sites
 - The only acceptable reply to a reply:
“Feel free to contact me personally during business hours to discuss further.”



COMMON REVIEW SITES

9 BEST REVIEW SITES AND DIRECTORIES FOR HOME SERVICE CONTRACTORS

- Google My Business
- Angi
- Yelp
- Yahoo! Local Listings
- BBB
- Facebook Ratings & Reviews
- Houzz
- Home Advisor Pro
- Porch

SOURCE: Brian Horwitz Last updated Aug. 30, 2021

<https://onlinevisibilitypros.com/internet-marketing-for-contractors/review-sites-and-directories/>

COMMON REVIEW SITES

FREE Resources:

- Google Alerts
- Social Mention
- TweetDeck
- HootSuite
- Boardreader
- Topsy
- FreeReviewMonitoring.com



Set up
Monitoring

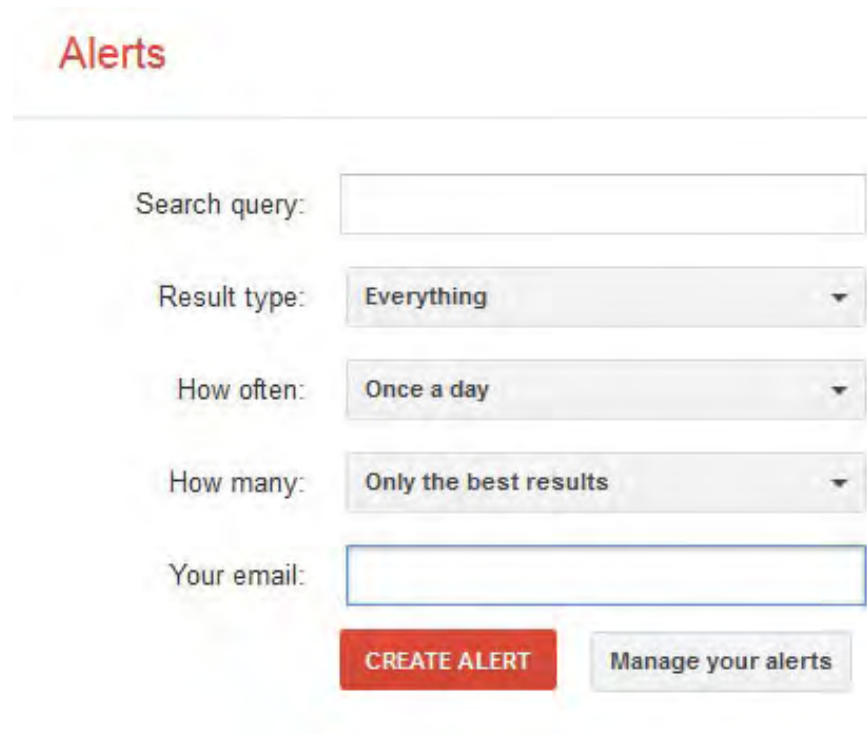
COMMON REVIEW SITES

- 1) Go to [Google.com/alerts](https://www.google.com/alerts).
- 2) Add your business name to the Search Query field.
- 3) Parse for result type, frequency and quantity.
- 4) Enter your email address.

FREE Resources:

▪ Google Alerts

1. Go to [Google.com/alerts](https://www.google.com/alerts)
2. Add your business name to the Search Query field
3. Choose Options: result type, frequency and quantity
4. Enter your email address



The screenshot shows the Google Alerts interface. At the top, the word "Alerts" is written in red. Below it, there are four input fields with labels: "Search query:", "Result type:", "How often:", and "How many:". The "Result type:" field is a dropdown menu with "Everything" selected. The "How often:" field is a dropdown menu with "Once a day" selected. The "How many:" field is a dropdown menu with "Only the best results" selected. Below these fields is a "Your email:" label and an empty text input field. At the bottom right, there are two buttons: a red "CREATE ALERT" button and a grey "Manage your alerts" button.

TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS



Local Search Directories – it's FREE!

- Google My Business, Yahoo Local, Yelp, Merchant Circle, Social Media too!
- Claim and update profiles
- Add links to directories via website & email signature

Send From: shannon@goodmarketinggroup.com To: Cc: Bcc: Subject:


Shannon
Shannon M. Good
Good Marketing Group

2500 E. High Street, Suite 810
Pottstown, Pennsylvania 19464
p/484.902.8914 • f/484.902.8927 • c/215.518.3148

Follow Us For #GoodMarketingTips:

f t in

[Click To Read Our Reviews](#)

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TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

Internally: Sales Staff

- Monthly reward / recognition for most mentions in customer reviews
- Certificate of acknowledgment



TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

Internally: Staff

- Don't discount employee's reviews online
 - Glass Door: customers & future employees can read your company reviews



Companies & Reviews



Read Reviews from Employees

See what real employees have to say about any company



Glassdoor OpenCompany

Check out the growing list of companies who embrace transparency on Glassdoor



Employees Choice Awards

See which companies employees rate the highest

TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

LinkedIn

- Company reviews are not available, so encourage employees to be active on LinkedIn and receive reviews on company's behalf.

Recommendations & Reviews

★ **4.3 out of 5** ⓘ
Based on the opinion of 22 people

Have Feedback About Your Business' Reviews Experience?

We've made changes to the Reviews tab and would love your feedback. What do you think of the new experience?

Most Recent ▼



Emily Zimmatore recommends Enchanted Fireside.

2h · 🌐

what a great company! They could have easily sold us a new insert for our fireplace but instead we were able to simply replace the blower motor. I highly highly recommend!!!



Like



Comment



Share



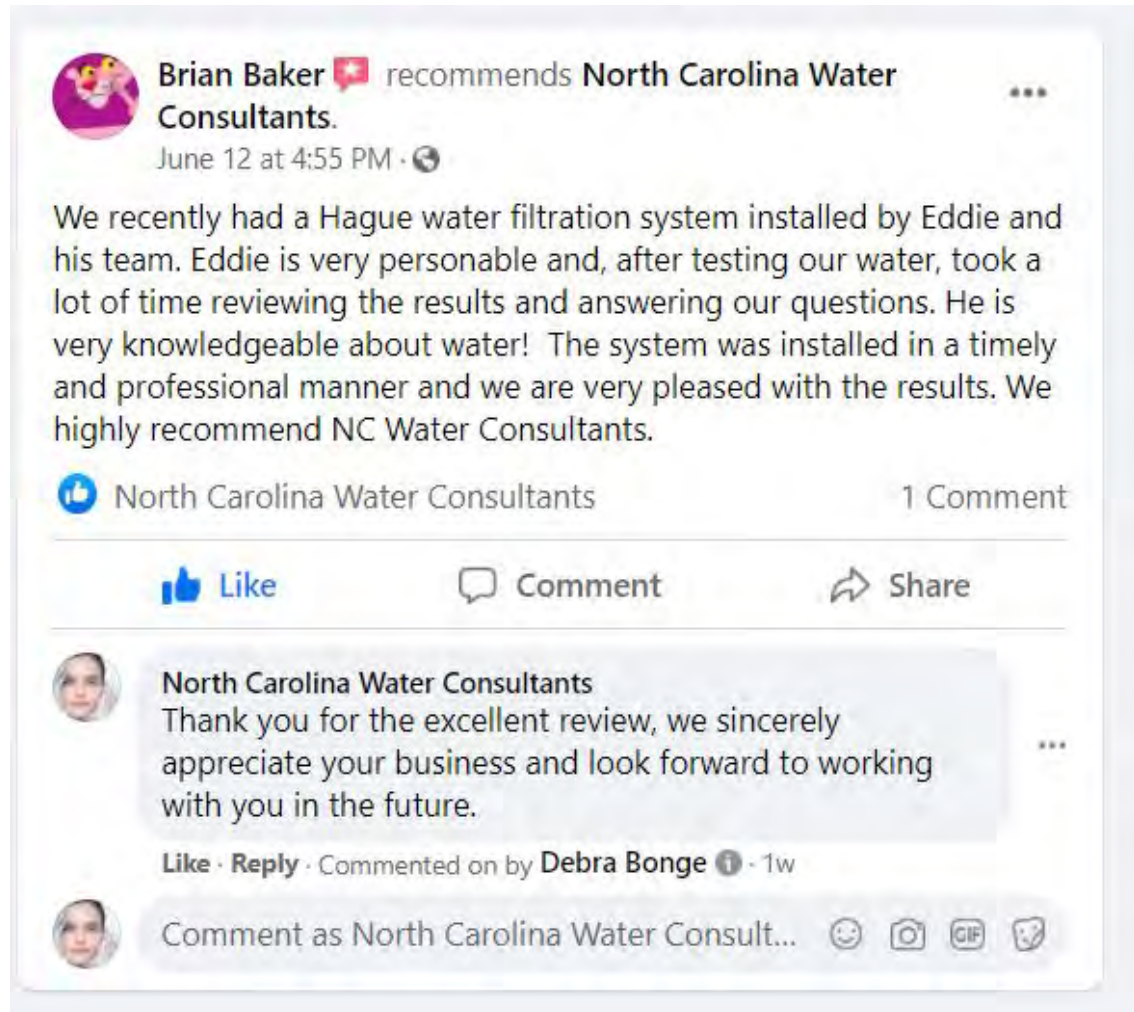
Comment as Enchanted Fireside



TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

Facebook Reviews Tab

- Slide tab to visible tabs
- “Share” on timeline



TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

LinkedIn

- Company reviews are not available, so encourage employees to be active on LinkedIn and receive reviews on company's behalf.



TIPS: BUILD VISIBILITY & ENCOURAGE POSITIVE REVIEWS

YouTube

- Video reviews + keywords / tags
- Encourage customers to:
 - Follow channel
 - Add videos to their YouTube channel AND share link w/ you
 - Create playlist of customer reviews

The screenshot shows the YouTube channel for 'Good Marketing Group', which has 2 subscribers. The channel features a profile picture of a globe with the company logo and a navigation bar with links to HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. Below the navigation bar, there is a section for 'Uploads' with a 'PLAY ALL' button. Five video thumbnails are displayed in a row, each with a title, duration, and view count. The first three videos are testimonials for Trinity Chimney Service, Masters Chimney & Hearth, and Four Winds Masonry and Chimney, all with a duration of 0:51. The fourth video is titled 'Contact 1:1™ Powered by SharpSpring' with a duration of 2:57. The fifth video is titled 'Squatting Squirrel Found After the New Year 2020...' with a duration of 2:53. A red 'SUBSCRIBE' button is located in the top right corner of the channel page.

Good Marketing Group
2 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

GMG Testimonial: Trinity Chimney Service 0:51 11 views • 5 days ago

GMG Testimonial: Masters Chimney & Hearth 0:51 13 views • 5 days ago

GMG Testimonial: Four Winds Masonry and... 0:51 16 views • 5 days ago

Contact 1:1™ Powered by SharpSpring 2:57 26 views • 10 months ago

Squatting Squirrel Found After the New Year 2020... 2:53 24 views • 1 year ago

USE REVIEWS IN MARKETING EFFORTS

Keywords

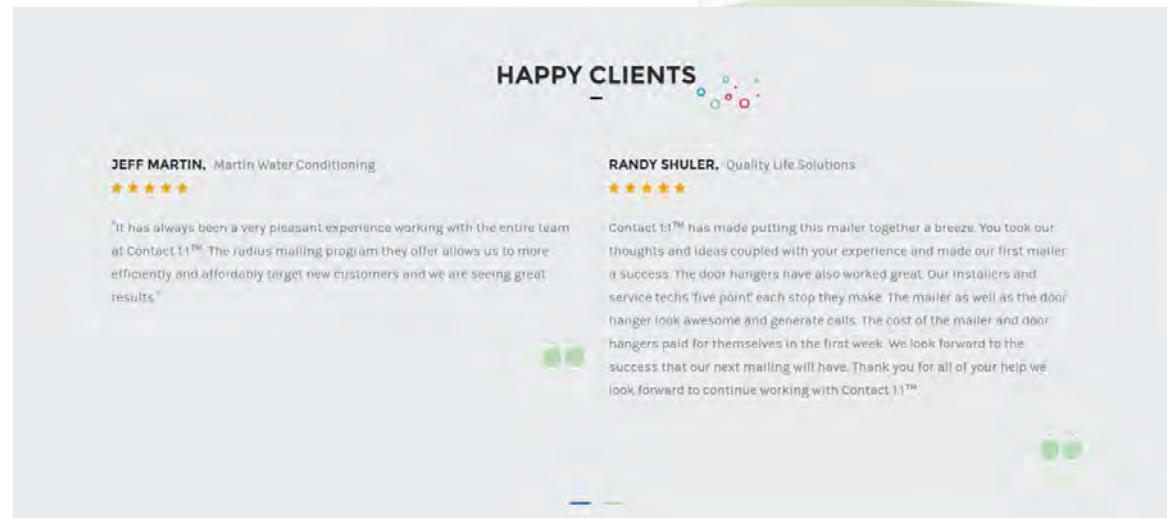
- Pay-Per-Click campaigns
- Website pages



USE REVIEWS IN MARKETING EFFORTS

Keywords

- Sales Materials:
 - Brochures/Leave Behinds
 - Displays
 - Banners
 - Business cards



USE REVIEWS IN MARKETING EFFORTS

Keywords

- Demographics:
 - direct mail
 - ppc campaigns



USE REVIEWS IN MARKETING EFFORTS

Website:

- Testimonial page
- Header/footer icons
- Contact us page

You are here: [Home](#) / Testimonials

Testimonials

★★★★★

"Tech did good job with the install with a professional attitude, neat and good workmanship. Although I asked about installing a water pressure regulator and it was on the bill but a backflow preventer was what he brought. He understood what I wanted and per my direction it was not installed. Miss communication or understanding the difference between regulator and preventer by whoever set the work order up."

- James L.
Water Treatment Installation

★★★★★

"All good prompt on time professional"

- Mike W
Service

★★★★★

"Juan is always very professional and friendly. He is also very knowledgeable."

- Joyce J
Service

★★★★★

"Professional, on time and efficient. Helpful in answering a few questions I had. Happy to continue with Sanatoga"

Leave a Review

*First Name:

*Last Name:

*Email:

Email Address:

Town:

Subject:
☐ Water Treatment Installation
☐ Service
☐ Water Testing

How Many Stars Would You Rate Us?

★
★★
★★★
★★★★
★★★★★

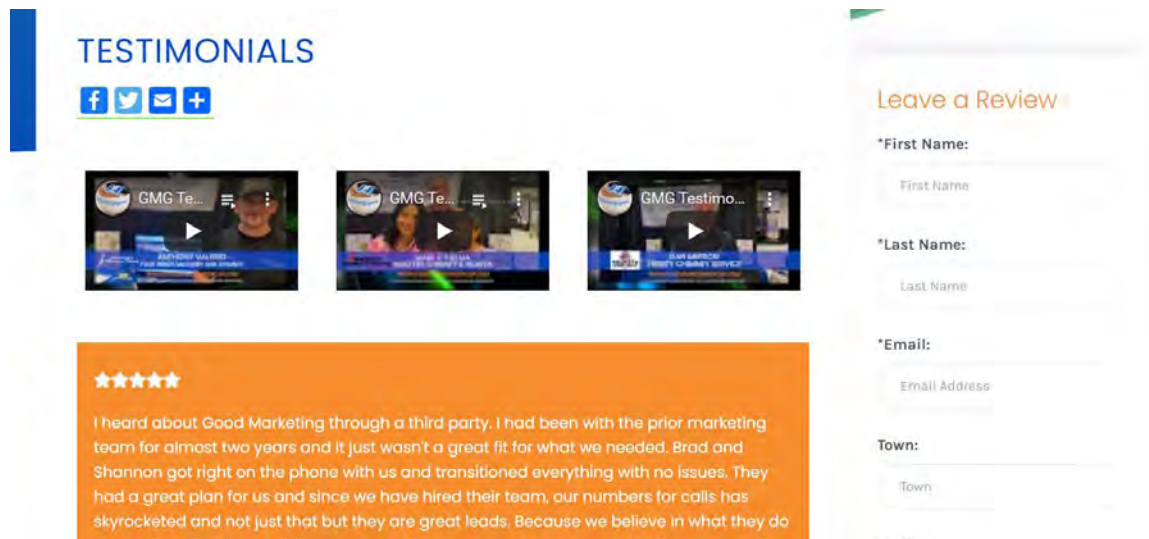
Leave a Review

SUBMIT

USE REVIEWS IN MARKETING EFFORTS

Website:

- Testimonial page
 - Ideally with videos
- Header/footer icons
- Contact us page



USE REVIEWS IN MARKETING EFFORTS

Website:

- Testimonial page
- Applicable inside page
- Contact us page

What is Search Engine Marketing?



Also known as Google Ads or 'Pay-per-click', Search Engine Marketing is online advertising that is displayed when a searcher (ideally your prospective customer) types keywords, phrases or even has an online audience or behavior type that is related to or matches your text or display advertisement.

Remarketing Ads, AKA "stalking ads", follow online users who have already clicked on your ads or have visited your website. They work by dropping a 'cookie' on their browser and appearing when the users visit other, non-related sites (including social media sites).

This allows the advertiser to stay in the forefront of the customer's mind by being seen so when they are ready, the user or prospect thinks of the advertiser's product or service first, over the competitor!

Of course there is that pesky business of how much to bid/spend, but we are experts in helping our clients find the best bid rates to be marketable. Depending on a variety of algorithms (which changes regularly), the amount you pay for a given click gives you the opportunity to competitive advantage by positioning your website above the competition. PPC campaigns can run at the same time as Re-targeting campaigns and are easily tracked for effectiveness.



" We have been using Good Marketing Group for all our marketing for almost 7 years. The biggest advantage to us is that the quality of our leads has improved year after year, and we are no longer burdened with the time and effort needed to deal with the various advertising solicitations that come in. I feel they have been a true partner in our growth. We do not have the time or knowledge to sift through and keep up with the ever changing landscape of online marketing, reputation management and so on- we leave it to the experts at the Good Marketing Group! "

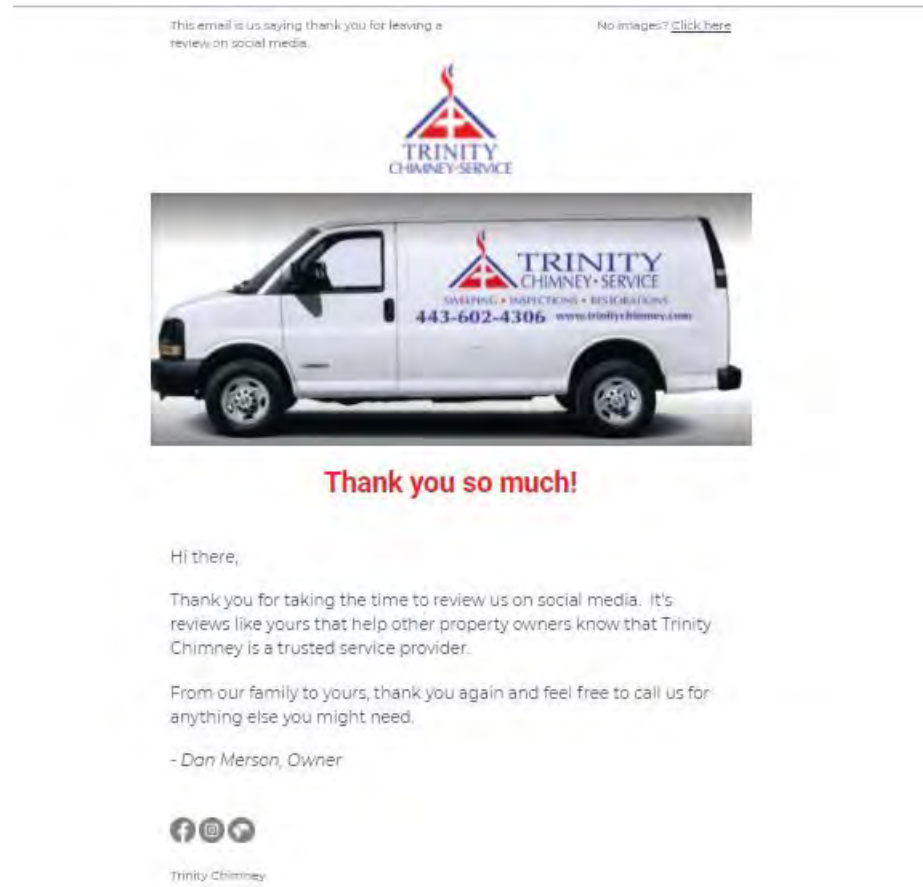


John T.
Sanatoga Water Conditioning

USE REVIEWS IN MARKETING EFFORTS

Email:

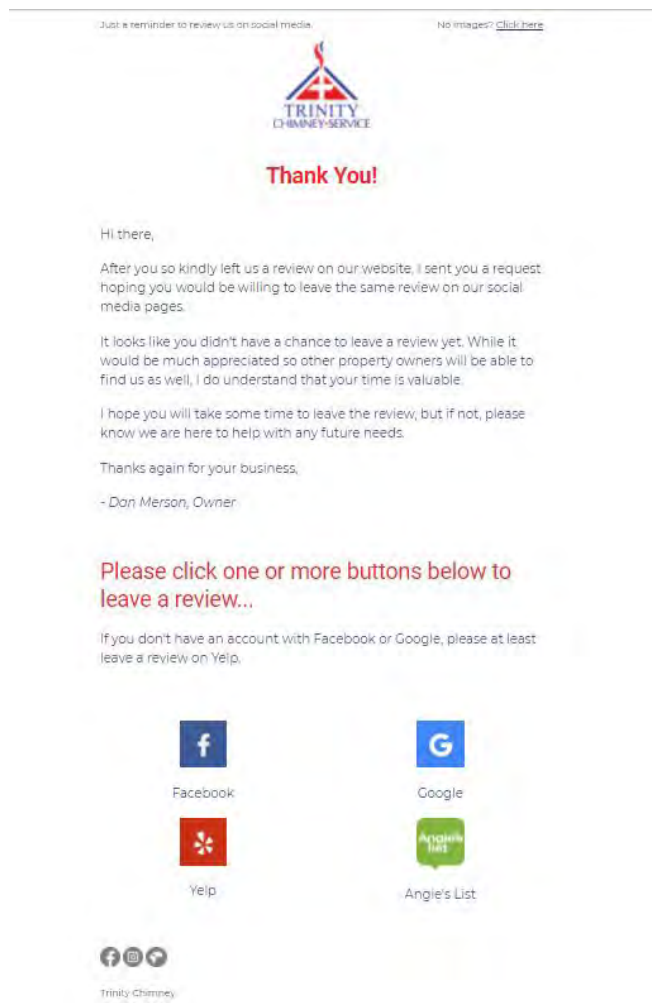
- Thank you blast



USE REVIEWS IN MARKETING EFFORTS

Email:

- Thank you blast



USE REVIEWS IN MARKETING EFFORTS

Email:

- Thank you blast
- Signature

Shannon M. Good

Good Marketing Group

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GoodMarketingGroup.com

Q & A

Your
Experiences
Your Questions



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GoodMarketingGroup.com

Info@GoodMarketingGroup.com

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