10 Tips to Generate More Positive Reviews

Centaur Strategies is a multi-layered digital marketing agency founded in 1997 on the first wave of the dot com boom leading clients into today's digital transformation. We are a team of pioneering marketing strategists; business, internet and digital analysts; SEO and conversion experts; developers; and coders; graphic designers; photographers and videographers; content copywriters; and, lead gen gurus obsessed with marketing strategy, digital tactics and growth–driven analytics.

For more information regarding Centaur Strategies go to www.centaurstrategies.net

email: info@centaurstrategies.net

All businesses are facing the reality of online *reviews* and its power. Sites like Yelp forrestaurant reviews and others like "Rate my Professor" and "Rate my Doctor" or a new neighbor simply asking for a referral of a great hairdresser on Facebook, this digital word of mouth can be both a curse and a blessing for businesses.

These online reviews are not just limited to consumer marketing anymore. There are services'sites and specialty areas like engineering services, industrial procurement, and other business-to-business platforms that review products, services, consultants and the like among its peers, which will sway attitudes, referrals and purchasing decision. Opinions that are posted, sometimes anonymously, can sway sentiments in a matter of a split second. Many purchasers find this to be useful because *reviews* provide a way to determine whether a business is good or not, based on the opinions of those who have had the "experience" already.

If you want to be more visible to your audience, focus on generating more reviews. To have your most positive customer's boast about your business on review sites like Yelp and TripAdvisor. This might become more viral than expected. It strengthens the online reputation of your company while fostering loyalty and attracting new customers. However, producing new reviews is not a straightforward strategy like setting up Facebook ads or distributing a press release to online news outlets. Asking or encouraging customers to post online reviews of your business requires you to be creative.

Tip 1:

Ask Family + Friends

- They know you and your business.

- If you've done work for family and friends, there's nothing wrong with asking them toleave you a review.

- Pace your requests; you don't want to use all your resources up front.

Tip 2: Email Signature Links

- You probably email customers, vendors and partners on a regular basis.

- Include in your signature a suggestion line would be: "Have we done business together? Please review us on＿＿＿＿！"

- The rules of direct marketing state that the P.S. usually gets read first.

Tip 3: Never Stop Asking

- Make a habit of asking for reviews whenever the opportunity presents itself.

- People are willing to help more than you realize.

- People love to share their story.

Tip 4: Ask Previous Reviewers

- Do you have positive reviews on other sites?

- Reach out to those reviewers and ask them to leave you feedback on another site.

- You already know that they write *Reviews* and that they like your business.

Tip 5: Ask During Phone

- Did you just have a great phone conversation with a customer?

- Ask them to *review* their experience!

Tip 6: Create a "Cheat

- Include instructions that tells your customers how to review your business.

- Provide links to a specific network.

- Call to *Reviews* Action at your point of sale (i.e. cash register, final bill, inthe mail, etc.).

Tip 7: Review Landing Page

- Add in a *Reviews* page to your website.

- Provide links to your online profiles with *review* instructions.

- Make the URL to your *Reviews* page easy to remember.

Tip 8: Email Marketing

- Ask for *Reviews* in dedicated email blasts or build into your existing templates.

- Link to your "*Reviews* Page" on your website.

- Take mobile payments? Build "*Reviews* Page" into "thank you" email template.

Tip 9: How to Turn a Negative into a Positive

- Reach out to previous *reviewers.*

- Give previous *reviewers* an update on your business.

- Provide deals or offers on *review* site pages.

- Tell *reviewers* about new products/ services.

- Respond to recent negative *reviews* and try to resolve the problem!

- Most unhappy customers will return if their issue is resolved.

Tip 10: Do Not Talk About a Bad Situation

- Don't try to change every review.

- Once you've responded to a review and resolved the issue, don't worry about turning it positive.

- Most consumers read up to 10 reviews (positive and negative) before deciding on a business.