

**Bonus:** Free SMS and Email Templates

# THE REVIEWS PLAN

To get more online reviews



Written with love by EmbedSocial

embedsocial

# It's a New Era

***The internet has completely changed the way business is done. A few years ago, it was important to have a physical address and phone number. Today, if you don't have a website or at least social media accounts, then your chances of surviving are slim to none.***

Consumer's perception of service has changed. Today's consumer is smarter and resourceful. And with the advent of social media and online reviews, consumers are now much more empowered than ever before. They are social sharers.

This is the moment where "digital word-of-mouth" is stepping in. Online reviews are now an integral part of the purchasing process. They allow consumers to read about experiences with a product and service provider, allowing them to make informed decisions before committing.

The recent events with the Covid-19 massive crisis had a huge impact on the way people shop now. Since everyone was more home than out, the online shopping experience skyrocketed. It became a habit and it's still climbing.

Meaning that online reviews continue to gain importance in today's society, it becomes increasingly important for businesses of all sizes to maintain a high rating across the web through positive customer service experiences as well as quality.

As a business owner, you have to be aware that no marketing strategy is complete without online reputation management. You have to be ready for this huge shift in your industry because it will certainly make a big impact on how you operate.

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01

*Prepare*





# What Is Reputation Management?

Online reputation management is the ongoing process of creating and maintaining your brand's positive name and its good standing reputation and perception.

It's about promoting and protecting your brand online, meaning actively monitoring the reviews and feedbacks your brand receives online and the mentions of it across the web. The purpose is to create as good as possible digital public image, so when consumers search for your brand online, positive experiences and 5-star reviews are what they find.

Managing your online business reputation is a serious business since everyone can see how your brand is perceived. You want to ensure all digital content about your brand represents the desired image.

You have your own media in power, but what about user-generated content - is it accurate and appropriate?

So, customers hold the reins when it comes to your online reputation - that's why it's important to manage it.

# Why it is important?

**8 in 10**

consumers consult reviews for local businesses

**9 out of 10**

consumers read reviews before making a purchase

**Female and Male**

shoppers are equally likely to post a product review.

**For 9 out of 10**

consumers in us Reviews are the most crucial part of the purchase decision

**62%**

of consumers will not buy from businesses that censor their reviews

**57%**

of consumers check the reviews on Google More than half of the customers expect businesses to respond to their negative reviews within a week

**97%**

of shoppers who read reviews from customers also read the responses from businesses

# 4 Things to Remember About Online Reviews

## **They are everywhere**

You can't hide from reviews. Like it or not, they will be displayed online and they can make or break a business bottom line. Fortunately, there are reputation management plans and strategies that can bring a positive change to your online reputation.

## **They make you more visible**

Being a wanted brand means being a visible one as well. People will look on Google or even Facebook when they want to make a purchase. Search engines have their own specific algorithms and ways of indexing and ranking. Having a good reputation will definitely help you be favored by those algorithms and have a top position.

## **They act as social proof**

People are becoming increasingly dependant on third-party reviews. When it comes to purchasing decisions they really rely on recommendations, even from total strangers. Knowing this, businesses have a massive demand for customer feedback and reviews. And people are not shy in giving it - positive or negative ones.

## **They can be trust signals for increasing conversions**

Your business reputation is your number one asset. Having carefully chosen reviews displayed on your website can emit strong trust signals and influence consumer's decisions to make a conversion. This makes you trustworthy.

CHAPTER

02

# *The Plan*



# Step 1:

## Reputation Audit

In order to start managing your reputation, first, you have to get a clear picture of where your reputation currently stands. For that, you need to conduct a reputation audit.

Here is a checklist on how to make an audit of your current reputation:

### AUDIT CHECKLIST

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Are you present in the main business directories?	5 points
Is this presence updated?	1 point
What position are you in your category?	1 point
What is your social media activity? Regular or?	1 point
Do you have a team that responds to reviews?	1 point
Do you have a collection process in place?	1 point

If your score is above 5 then congrats! You are doing a great job in managing your online reputation and this guide can help you to amplify it.

If your score is below 5, you need to start managing your online presence more professional and this book can help you achieve it.

# Step 2:

# Establish Reputation Strategy

Here is an essential checklist for creating your reputation management strategy:

## 1. Set up your reputation goals

Once your audit is done it's wise to establish what you want to achieve. Knowing where you stand and having a clear picture of where you want to be will help you define the steps to your goals. No matter if your goal is to earn more reviews or to engage your audience, make sure that your objectives are SMART. That's how you can track them.

- **Specific** - get 30 new online reviews
- **Measurable** - 30 reviews
- **Achievable** - assign the task to a team member
- **Relevant** - make sure it's relevant to your overall strategy
- **Time-bound** - set a deadline (ex. 6 months)

## 2. Who is in charge?

If it's everyone's responsibility, it's no one's responsibility. Make it clear whose task will this management be. You can even create a whole team, it's up to you. But you have to make clear:

- Who will monitor for reviews?
- Who decides whether new customers require a response?
- Who will deliver the response?

### 3. Have a crisis management strategy

You'll always want to be a step ahead, especially if things escalate quickly. You won't have to resolve things incidentally, instead, you'll be prepared. This checklist will help you prepare for a crisis:

#### **Use brand monitoring tools**

They will quickly alert you if some bad peaks about your brand are floating online.

#### **Know where your audience is**

This will help you monitor them and know which channel is your primary field.

#### **React quickly**

Respond to the reviews and feedbacks as soon as possible, especially to the negative ones. Don't just copy/paste your response, personalize it. Personalization and showing care are more than essential in a crisis situation.

#### **Make it clear who's in charge**

Let your team members know their roles in advance. This way you don't risk that they'll lose their cool. At least not much.



# Step 3:

## Create Online Presence

You have to know which are the most effective review sites relevant for your industry and make sure to establish your business on them.

### MUST HAVE DIRECTORIES

#### Google My Business

It is a free tool offering businesses to manage their online presence across Google. You'll have to set a verified account and information so your business's website will be properly optimized. This amplifies to Search and Maps as well - making your business look even more reputable.

#### Facebook

As the most popular social platform, Facebook is now used for business purposes as well. Anyone logged in on Facebook can post a review. That's why consumers commonly leave reviews there. Those are the reasons why Facebook is becoming a popular review source.

#### Your website

Definitely, the one site you must use to boost your business reputation! It is the only site you have under total control. You can collect your best reviews from all sites and display them on your own website. You can even create a dedicated page with reviews and testimonials and show how proud you are of your well-earned reputation.



## **ECOMMERCE DIRECTORIES**

### **Amazon**

Since it is one of the oldest online stores, Amazon has trained the consumers to leave reviews almost every time they experience the products and services. It's a trustworthy site when it comes to ratings and it's definitely one of the most important resources when consumers are looking to make informed purchase decisions.

## **TRAVEL DIRECTORIES**

### **TripAdvisor**

If you're in the traveling or hospitality business, you'll want to check out the reviews on TripAdvisor. As the king of the niche, it has millions of reviews and users' experiences. Its popularity rating algorithm is based on quantity, quality, and recency of reviews. So, you'll want to put some effort into managing these reviews for sure.

### **Booking**

As the synonym for looking for accommodation, you should seriously consider your Booking reviews. Guest reviews play a crucial role in people's decisions, both travelers and business owners. They matter to travelers as an independent source of information. On the other hand, for business owners reviews are reputation factors and a valuable source of feedback. So make sure you encourage your guests to leave you a review.

# **SMES DIRECTORIES**

## **Yelp**

It is a review website where people can post reviews about local businesses. The good thing about Yelp is that your happy customers are always at the top of your reviews feed. Yelp became one of the most popular review sites especially for SMEs, so you should seriously consider managing your Yelp profile.

## **Manta**

Manta is an SME review site with solid traffic and review capabilities. It doesn't display your good reviews right away, but instead, it organizes the search results based on your relevance for the keyword.

# **SOFTWARE & IT**

## **Capterra**

It is a very relevant SaaS review site. When you search on Capterra, instead of showing reviews, it displays a list of companies relevant to your keyword and a short summary for each. Also, it lets you compare the results which makes the platform very user-friendly.

## **G2Crowd**

You will want to be present on this site for sure! This site has huge traffic from people who are looking for software solutions and reading reviews about them. The specific thing here is that the reviews cover everything connected with the software - from how easy-to-use it is to technical support.

# Step 4: Create Review Collection Process

Establishing a review collection process is a crucial step within the plan.

You have to pre-define which channels you will use to collect your reviews. You are able to set platforms like [EmbedSocial](#) for the automatic generation of Google reviews or Facebook reviews.

Besides the reviews you collect on the main platforms, it is great to be proactive and start collecting some reviews on your own.

Here's what you can do:



## First of All, Make It Easy to Leave a Review

If leaving a review becomes a struggle, the customers will be less likely to do it. So, you should make it as easy as possible. You can follow these best practices:

**Minimize the number of clicks** that lead to the actual review page and make it quick for the customer.

**Lead them in the process** - show them what you're expecting from them, clean and clear. Do you expect a simple star review? Do you expect a testimonial?

**Be as concise as possible.** Make it clear how long it will take. If they assume that leaving a review will take too much time, they won't do it. So, be honest and let them know how long it will take.

# Collecting Reviews Automatically

Collecting reviews and user-generated content is the first step to using authentic customers' voices as your new sales channel.

But it can be a very manual process if you don't use tools like EmbedSocial that integrate with reviews sites APIs in order to pull reviews or customer photos in just a few clicks.

EmbedSocial is a powerful tool that offers businesses the ability to collect and embed Google and Facebook reviews automatically.

This feature is essential for businesses looking to leverage the power of social proof to enhance their online reputation, improve customer trust, and boost conversions.

The platform also allows businesses to customize and embed interactive customer-centric widgets like never before. Whether it's a rave review from Google or a captivating user-generated video from Instagram, EmbedSocial enables seamless integration of this content into your website or social media pages.

In conclusion, EmbedSocial's ability to automatically generate and embed Google and Facebook reviews offers businesses a powerful tool to enhance their online reputation, engage with customers, and boost their SEO efforts.



## Sign up for EmbedSocial

The most robust reviews management solution with automatic generation of all your Facebook, and Google reviews plus options to send SMS and Email requests for reviews

[Sign up today →](#)

# Collecting Reviews via Email

Having an additional channel for review collection can be very beneficial in this whole process. Using email is a great way to enrich your review collection. Here, you have two options:

**Collecting reviews manually.** The good thing about it is that you can do it by using your standard ESP, which is free. After you receive your reviews, you'll have to manually store them in some database, like Excel. This can be really time-consuming.

**Collecting reviews automatically.** You can make your life easier and collect reviews via email by using the software. The automation process will save you time. You'll have all your collected reviews in one place without having to manually transfer them into Excel sheets. Also, you can send reminder emails and receive notifications whenever there is a new review that arrived via email.

No matter for which option you decide, it's a good practice to have some templates prepared in advance.

Here, you will find some practical templates you can use depending on your industry.



## Email Templates | General

### Template #1:

Dear [customer name],

Thanks for being our customer. We'd like to hear how your experience with [business name] went. Do you mind taking just a few minutes to leave a review?

You can leave your feedback by visiting this link: [review link]

### Template #2:

Hey [customer name],

We appreciate your business! How'd we do?

Please take a moment to let us know. We use your feedback to improve our operations for you and customers like you.

[review link]

### Template #3:

Help us improve, [customer name]!

We hope you enjoyed your experience as our customer, but want to know for sure.

Tell us how you really feel right here: [review link]

## Email Templates | Healthcare Industry

### Template #1:

Here at [medical facility], we pride ourselves on seeing every patient right on time.

Did our staff achieve that for you today? If so, please consider leaving us a review.

You can do so here: [review link].

### Template #2:

Dear [patient name],

How was your visit with Dr. [doctor name] today? Did [he/she] address all your questions and concerns? Do you feel satisfied with your treatment plan moving forward?

We'd love to get your feedback.

Please visit this link to let us know: [review link].

### Template #3:

Dear [patient name],

Thanks for making us your partners in managing your health. Your well-being is our highest concern.

Did you feel like we did a good job taking care of you today?

If so, please take a few minutes to tell us about your experiences.

Just click here: [review link].



## Email Templates | Real-Estate Industry

### Template #1:

Dear [client name],

Thank you for choosing me to be your realtor! I work hard to negotiate well for all my clients.

If you feel I did a good job defending your interests please consider taking a minute to leave a review.

You can do so here: [review link].

I look forward to seeing you again the next time you have a real estate matter you need to resolve!

### Template #2:

Dear [client name],

Thanks for choosing me to help you find your dream home! Now that you have the keys I hope it will bring you pleasure for many years.

I also hope you felt like I did a good job supporting you and guiding you through the process of buying your home.

If so, would you consider leaving me a review so other buyers can find me?

You can do so here: [review link].



## ✉ Email Templates | Automotive Industry

### Template #1:

Dear [customer name],

Thanks for stopping by our service department today. We appreciate you, and we're happy that you trust [dealership] to keep your car in tip-top shape.

Did we do a good job of taking care of you today? Would you leave our guys a review if we did? You can do that here: [review link]

### Template #2:

Dear [customer name],

How are you liking your [car make]? It was a pleasure to hand you the keys and to watch you drive off the lot.

I did everything I could to make the process easy, smooth, and fun for you. Was I successful?

Would you take a moment to leave me your feedback here? [review link]



## ✉ Email Templates | E-Commerce

### Template #1:

Hello [first name],

We are constantly striving to improve and we'd love to hear from you on the following [product they bought].

We would be extremely grateful and excited to improve your next experience with us!

### Template #2:

Thank you so much for choosing us, [customer name]!

We truly appreciate every customer's opinion and we want to hear all about your experience with [product or company name].

Please take a minute to leave us a review on [review link] and we'll make sure your next shopping experiences are even better!





## Email Templates | Wellness & Beauty Industry

### Template #1:

Hi [First name],

Of all the [business types] in [your location], you chose ours. That makes us feel pretty darn special.

But we want to know: Did we return the favor?

Leave a review on [review link] and let us know how your [service type] experience with [company name] went.

We read all of our feedback and take it to heart so that we can continue to improve on our [service type].

### Template #2:

Dear [first name],

You recently were our guest at [business name] and we really hope you enjoyed your [service provided]!

Please, help us improve our customer satisfaction even more by leaving us a review at [review link].

Let us know what can we do better to satisfy you even more!

## ✉ Email templates | Hospitality industry

### Template #1:

Hey, [guest name],

We loved being your home away from home while you were in [city].

We hope your trip was a good one, and we hope we contributed to that! Did our staff do a good job of taking care of your needs? How was your room?

Leaving us a review gives us the opportunity to make your experience even better the next time you join us.

Why not drop by [review link] to do so now?

### Template #2:

How was your stay, [guest name]?

If your experience was picture-perfect, please take a moment to tell us so! We use your feedback to improve guest experiences. [review link]



## ✉ Email Templates | Home service

### Template #1:

Hi [client name],

Thanks for choosing us to handle your [service]. Were you happy with our workmanship and professionalism?

Please take a moment to give us your thoughts at [review link].

### Template #2:

Thanks for choosing [company name], [client name]!

We hope you had a great experience with us. If we were on-time, on-budget, and on-point with our workmanship, would you take a moment to let us know?

Please share your thoughts with us here: [review link].



## ✉ Email Templates | Wedding Services

### Template #1:

Dear [customer name],

Congratulations on your marriage! Were you happy with [product or service you provide]?

Feedback helps us provide an even better experience for future couples, and we'd love to hear from you. Tell us how you really feel here: [review link]

### Template #2:

Dear [customer name], Your wedding was beautiful! Thanks for making us part of your big day!

We hope the [product or service you provide] helped to make it extra special.

If we did a good job, please consider taking a moment to leave a review so we can do the same for couples like you.

You can do so here: [review funnel link].





# Collecting Reviews Via SMS

Even though sending SMS may sound strange these days, believe me, it has a much higher benefit than you think. Sending a review request via SMS creates a deeper personal experience for your customer. Your customer will receive your request in real-time and more important - at the happiest moment of the purchase and will leave you a great review!

Again, you can do it both ways - manually, which can be a real pain and automatically. Choose the option that suits you best and just follow these simple steps:

1. Select your SMS template or create a new one
2. Send the SMS to the phone number of your recipient
3. Your customer will receive the SMS with the review pop-up form in real-time
4. The form will pop-up and they'll leave a review
5. Congrats! You have a new review now!

Flip the next page to check few SMS reviews request templates you can use right now!



## SMS Templates | General

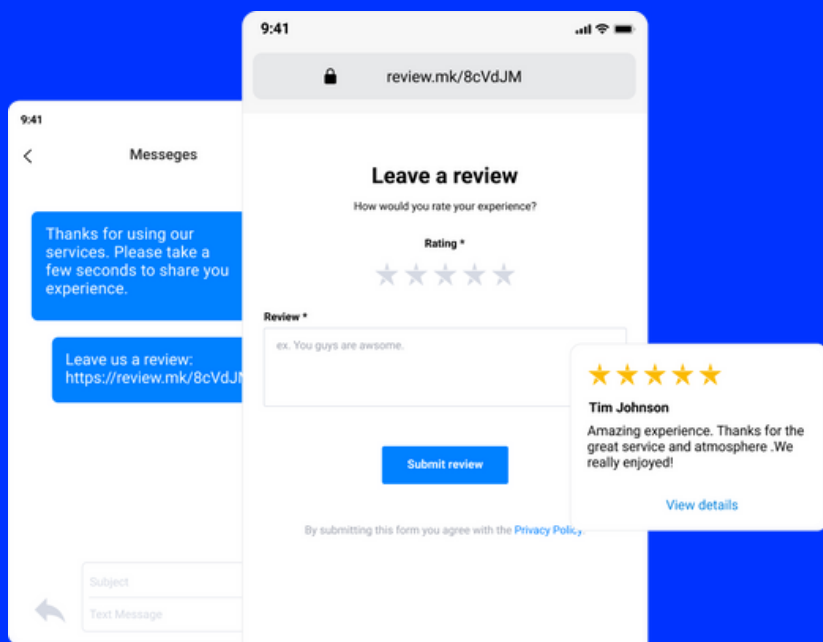
### Template #1:

Thank you so much for choosing us, [first name]!

We truly appreciate every customer's opinion, so, please take a second to let us know how was your experience with [company name] today?  
[review link]

### Template #2:

Hey [first name]! Please take a moment to leave us a review of your experience with [company name] today at [review link]. Thanks!





## SMS Templates | Healthcare

### Template #1:

Hi [patient name]. How was your visit with Dr. [doctor name] today? Did [he/she] address all your questions and concerns? Please take a moment to review your experience at [review link].

Thanks!

### Template #2:

Hello [first name]. Thanks for choosing us to care about your health and wellbeing! We want to know how satisfied are you with our service?

Please let us know at [review link]. Thanks!

## SMS Templates | Real-Estate Industry

### Template #1:

Hello [first name]. Thank you for choosing me to be your realtor! I am looking forward to hearing from you about how well I served you. Please leave a review at [review link]. Thank you!

### Template #2:

Hello [first name] and thanks for choosing us in helping to find your perfect home!

Would you take a moment to review our services at [review link] and help us improve?

## SMS templates | Fashion Industry

### Template #1:

Hey [name], we're so glad to hear you're happy with your product! If you have time, could you share your experience here: [review link]

### Template #2:

Hello [first name], thanks for purchasing your [product] from [company name]! Tell us about your shopping experience at [review link].

## SMS templates | Wellness & Beauty Industry

### Template #1:

We enjoyed having you today, [first name]! Would you consider leaving us some feedback at [review link]? We really want to improve this experience for you!

### Template #2:

Hey [first name]. You recently were our guest at [business name] and we really hope you enjoyed your [service provided]! Please take a moment to rate your experience with us on [review link]. Many thanks!

## SMS templates | Auto-dealerships

### Template #1:

Hi, [first name]! We at [business name] hope you're doing well today. As a rewards customer, would you be interested in spreading the news about our services? If so, please leave a review here: [review link].

### Template #2:

Hey there [first name]! It was a pleasure to hand you the keys and to watch you drive off the lot.

Did we do everything you need or there is something else we can provide for you? Would you take a moment to leave me your feedback here [review link]?

## SMS templates | Home service

### Template #1:

Hi [first name], thanks so much for always coming to [company name] for your [service]. Have a moment to tell us what we're doing right? [Link]

### Template #2:

Hi [client name]. Thanks for choosing us to handle your [service]. Please take a moment to give us your feedback at [review link].

## SMS templates | Wedding Service

### Template #1:

Hello [client name]! Thanks for choosing us to be a part of your wedding!  
Please let us know how well we handled your requests at [review link].

### Template #2:

Hi [client name], thanks for the love! Would you be interested in sharing your experience with us in a review: [review link]?

## SMS Templates | Hospitality

### Template #1:

Hi [first name], here's that review link we mentioned at checkout: [review link]. Thanks for offering to leave us a review! Let us know how your [stay/travel] with us!

### Template #2:

Hey [name], it's [representative name] from [company name]. Could you leave us a review at [review link]? We're so grateful you [always] choose [company name] and we want to know how well we are serving you!



# Collecting Reviews Via Website

Since customer satisfaction is becoming increasingly important, you have to have in mind that listening to your customers is a key to a successful business. You have to use every chance to get in touch with them and show that you really care about their experience with your brand and that you want to make their life better in some way.

A starting point? Your website!

Having a customer feedback form is an excellent way of interacting with your customers directly on your website. It will help in building a loyal customer base. A customer feedback form is a simple form embedded on your website containing an option to leave a review or/and some feedback. That way your users can submit their reviews effortlessly.

The layout of the feedback form is left to your imagination. For instance, it can be a simple button that leads to the actual review form. Or you can get creative and embed a pop-up notifying about previous reviews and motivating the user to leave one.

Here is [a demo feedback form](#) and you can check it out now. Cool, right?!

Bonus: a free tool!

The free version of EmbedReviews will enable you to create your own feedback forms and embed them on your website.

[Free reviews tool](#) →

# Collecting Reviews on Your Points of Sales Using QR Code Feedback Forms

## 1. What Is a Qr Code Feedback Form?

A *Quick Response code (QR)* feedback form is a customizable form for collecting reviews from printed materials so users can easily access the link.

QR code forms are highly useful since you can collect online reviews from printed ads, product packages, or receipts.

## 2. Why Is It Important?

- **Convenient to use.** Since the printed materials are close to your customers, they can easily access this code with a quick scan and leave a review. In addition, your customers can even leave their contact details while submitting the feedback, which makes staying in touch with them much easier.
- **It's a dynamic code.** These QR codes are very flexible in terms of editing and changing. You can adapt your QR code at any time without losing information previously collected. The changes you make to the code will automatically be adapted to it.
- **Easy to track.** You can monitor the actions taken in real-time. You can keep track of unique scans, total scans, scans by location, and time scanned.

### 3. How Does It Work?

It's simple. You enter your business info into the QR code. The customer scans the code and your review form opens up. They enter their feedback and voilà - you have a new review!

### 4. How To Create One?

There are many websites allowing you to generate a QR code and some of them are free.

Which one you choose it's up to you. So after you choose your tool and sign up for it, you can start creating the following these general steps:

- Name your form and enter your business information
- Customize it to make it more authentic to your brand - change the code's color to suit your branding and add your logo in the middle
- Add a custom text that will urge the customers to leave a review
- Download it and put it into your print materials following (packages, ads, or other printed materials on your points of sales)
- Collect reviews!



# Occasions to Ask for Reviews

There is no such thing as “too many reviews” so you can take your proactivity and ambition to a much higher level. In your reputation management plan, you can include some crucial situations or circumstances under which you will ask for reviews, such as:

## 1. Check-in After a Product Purchase

Catching your customer at their best - after they enjoyed your product or service is a great way to receive fantastic feedback!

### Template #1:

Hi [customer name],

I am very excited to know how do you like your [product]? Tell us at [review link].

### Template #2:

Hey [customer name],

Thanks for purchasing [product name] from [business name]! We are looking forward to hearing how you liked [product name] and how was your shopping experience with [business name] at [review link]!

### Template #3:

Hello [customer feedback],

It was great having you as our [customer/guest]!

We are curious to hear how you enjoyed your [product/service]? Please, take a moment to tell us at [review link].



## 2. Feedback Interview

People like it when some of their problems are solved.

If you are their problem-solver don't think twice about asking their feedback on it.

### Template #1:

Hello [customer name],

Many of our customers had a bad experience with other companies' [product name]. We are trying to learn from their experiences.

How was your experience with our [product name]?  
Did you have any inconveniences?

Please leave your thoughts at [review link].

Thanks for being honest!

### Template #2:

Hi [customer name],

Some of our customers have previously struggled with other's brands [product name].

We are trying to avoid that in our work.

Please take a moment to let us know how was your experience with our [product name] at [review link].

Thanks for your honesty!

### 3. Satisfied Follow-Up

This type of review request contains a simple question. You can ask your customers to recommend your brand to others by sharing their own experiences.

Those are your most satisfied customers.

Those customers are most likely to become your brand ambassadors and promote your brand.

#### Template #1:

Hello [customer name],

We are so glad that you're enjoying our [product name]!

We would like to ask you if you could share your experience with our customers?

If so, you can do it here [review link].

Many thanks!

#### Template #2:

Hello [customer name],

We are so happy to take care of you and that you like our [product name] that much!

It would be amazing if you are willing to share your experience with other customers. We are sure that they'll want to hear it out!

You can share it at [review link]. Thanks!

## 4. The “Unhappy” Customer

It sounds nonsense to request a review from an unhappy customer, right?!

Maybe not, if you play it right.

At this point, your focus should be on making things right with your customer and get him on your side.

Here’s a checklist of what you can do.

### CHECKLIST

---

Respond to the negative feedback that they left you	<input type="checkbox"/>
Ask for more details to really understand the issue	<input type="checkbox"/>
Offer a solution and try to reconnect with them	<input type="checkbox"/>
Have you solved the problem?	YES/NO

If your last question’s answer is **NO**, you don’t move to the next phase.

You don’t want to make them even madder.

If the answer is **YES**, congrats!

You managed to solve the problem by giving extra efforts and your customer appreciates it.

Once you pull the customer to this phase of joy, you can go on and make the request.

For example, you can use the suggested templates on the next page.



### **Template #1:**

Hello again [customer name],

You have been so good to us! Thanks for giving us a second chance and for having so much understanding!

We are happy that everything is great now! Would you like to share your story at [review link]?

Thank you again!

### **Template #2:**

Hey [customer name],

I just wanted to reach out and say thanks for giving us a chance to make things right! I am so glad that we managed to meet your expectations!

Would you be willing to share your story with us at [review link]?

Either way, thanks!

## 5. Send a Request When Your Company Is Approaching a Milestone

Sometimes you need a little extra boost when your company is trying to reach a milestone. Reviews can be great in giving you that boost and helping out in receiving more leads and even sales.

In such a situation, use one of these templates or you can create a custom one:

### Template #1:

Hey there [customer name],

Guess what? [business name] is so close to reaching [your goal] and we think that a few more reviews will boost our traffic.

Are you willing to leave your review at [review link]?

### Template #2:

Hi [customer name],

[company name] is only [X] of reaching [your goal]!

By leaving your review you'll help us reach it even sooner. If you're willing to do so, please leave a review at [review link].

# Step 5: Set up Reviews Management Process

## 1.Responding to reviews

Everyone wants to feel acknowledged and you definitely want your customers to feel that way. You should let them know that you listen to them and their opinion matters to you simply by responding to their feedback. Responding has two major benefits for your brand:

**Increased engagement.** A simple “thank you” can make wonders for your business. Your customers will get the feeling that behind your brand stands an actual living being and not just a bot without feelings.

**Higher ranking.** When you regularly respond to your reviews, Google “sees” that and helps you with your SEO. Frequent interactions with your customers are not only helpful with engagement but it’s also a ranking factor.



## Responding to positive reviews

Responding to positive reviews shows gratefulness to your customers.

After receiving a 5-star review you should make sure to show your thanks. It doesn't have to be something overcomplicated, instead, you can follow these simple steps you can follow when responding to positive reviews:

- Personalize it, say their name
- Say thanks
- Mention a little detail
- Encourage the customer to come back again
- Keep it simple

Here are some templates you can use:

### Template #1:

Hey [customer name],

Thank you so much for your 5-star review! We are glad to hear about [the positive experience mentioned] and we hope to see you again soon.

### Template #2:

Hello [customer name],

Thanks for the positive review! We value all customer feedback and we are happy that you enjoyed [positive experience mentioned]. We hope that we'll see you again at [company name].

**Template #3:**

Hi [customer name],

We appreciate the good review, thanks! We work hard to create great experiences and feedbacks like this makes it all worth it.

**Template #4:**

Hey [customer name],

Thanks for taking a moment to leave us your feedback! We are glad that you liked [positive experience mentioned] and hope that you'll be back very soon!





## Responding to negative reviews

No one likes them but they exist. No matter how good you are at what you're doing, there will be situations when you will receive negative reviews.

And responding to them has an even bigger impact on your reputation. It's important not to lose your cool and make the most out of the unpleasant situation.

You can try and follow these steps when responding to a negative review:

- **Personalize it, say their name**
- **Say thanks for the feedback**
- **Apologize and sympathize**
- **Take responsibility**
- **Ask for a second chance or offer a compensation**
- **Make things right**

These templates will help you out in difficult situations:

### Template #1:

Hi [customer name],

Thank you for your feedback. We're so sorry that your experience did not match your expectations.

Please help us to improve by providing more information on it.

Our manager [manager's name] will reach out to you later today to [offer compensation or trying again] since we really want to make things right for you.

## **Template #2:**

Hi [customer name],

We are so sorry we let you down.

We've taken your feedback to heart. We're in the process of making some major changes, such as [list of changes].

Is there anything we can do to make this up to you?

I completely understand if you're angry and simply looking for closure. However, I'd like to make things right if I can.

Are you open to this?

## **Template #3:**

Hello [first name], thanks for reaching out.

Your concerns make sense. We could have [taken particular actions] but we didn't do that. I'm sorry about that.

Here's what I can do for you. I can [list of solutions].

As a courtesy, I'd also like to offer complimentary [bonus/compensation].

Would this help to make things right?



**Template #4:**

Hi [first name],

I wanted to thank you for sharing your thoughts with us.

I'm disappointed to hear that you were treated in a way that was less than you deserve.

This shouldn't have happened.

We dropped the ball completely here. If you're open to it, I'd like to make this up to you.

I can offer you [list of solutions or a bonus].

Will this be helpful to make things right?

## Responding to neutral reviews

When you receive a positive or a negative review you have a clear picture of where the customer stands. But with the neutral reviews, it can be a little “weird”. This type of review is often sending mixed signals because they contain elements of both, positive and negative reviews. You can play it safe and follow these steps while responding:

- Personalize it, say their name
- Say thanks
- Focus on the positive
- Acknowledge the negative element and show understanding

Here are some templates to help you with responding:

### Template #1:

Hello [customer name],

Many thanks for your time and your feedback! We're so glad you enjoyed [positive experience mentioned].

Yes, we are aware of that [negative element]. That's because [offer your explanation why it is the way it is].

### Template #2:

Hello [customer name],

We appreciate your feedback and we're happy you liked our [product name].

Since you mentioned [negative element], we would like to make it better next time! Would you explain it in more detail, so we can make sure your next experience with us is much better?

## Dealing with fake reviews

Sometimes, businesses can face some suspicious reviews online. No matter if they are positive or negative, fake reviews can seriously hurt your brand reputation. Even though they are hard to notice, there are several indicators that often give them out.

- Usually, they are extremely negative or extremely positive
- It lacks detail
- They have spotty review history
- They use the same phrases in many reviews

These scammers usually want to influence your reputation on Google. Unfortunately, Google doesn't know who your real customers are and it's very hard to prove someone's identity. You can flag that review and the flag will take you to the "Report a Policy Violation" page where you'll be required to fill in your information and make the report.

Once Google observes your report, they'll reach out to you. You'll have to make a very stable case in proving that the review is fake, why it should be removed and how it violates Google's policies. Then, Google will evaluate the case, and once the decision is made, you'll receive a phone call or an email.



So, what you should do in meantime is to respond to it as you would to a negative review but letting the reviewer know that you're aware that they are faking it.

You can use this template:

### **Template #1:**

Hi, [fake customer name],

We take these matters very seriously. Unfortunately, we have no record or recollection of your experience with us, nor can we verify anything about your identity from your name in our records.

If you have done business with us, we would like to investigate this issue further. Please contact [manager's name] immediately at [email/phone number] so that we can resolve this issue.



# What you shouldn't do when it comes to online reviews?

## **Never buy reviews.**

Buying reviews that you haven't earned will lead to losing trust and credibility. Maybe not in the beginning, but your real customers will notice it and it'll make them feel betrayed. Furthermore, it can be illegal and your business will get blacklisted. So, think twice before you make such a step.

## **Never argue online.**

As we previously said, it's very important to keep your cool when you face negative feedback. You should revisit your personal and professional branding to be sure where you stand. Arguing online will badly influence your brand's image for sure.

## **Never lie.**

If you're considering posting a lie, you should better stop at the very moment. It is a matter of time when your fake information will be discovered. This will seriously damage your credibility. There are many people who will prove your lies just for the sake of it and everything you've built will be down in seconds. You don't want your brand to be perceived as fake, do you?!

## **Do not delete negative reviews and comments.**

Removing negative feedback is bad for your business. Your customers already had a negative experience with you and had the courtesy to let you know. Don't make it worse by ignoring their feedback. Instead, you should respond, understand what the problem was, and do your best to make it right the next time. Showing concern will make you look good in your customer's eyes.

# Step 6: Showcase Reviews

## Display online reviews on your website

In order to succeed, even more, you have to go one step further. Displaying reviews can empower the trust that customers have in your brand.

Don't be shy and show them what you got!

You should be proud of your good reviews!

You've earned them and you should show how great business is done! It's easier than you think.

You just need to create a widget, customize it and embed it on your website. And voilà - your reviews are there.

You can create your own strategy based on where is most convenient for you to display the reviews.

Here are some suggestions and you can use whatever suits you best.

## WEBSITE POSITIONS FOR REVIEWS WIDGETS

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- Display the reviews as a sidebar on your About Us page
- Place the best review in the header on your home page
- Embed a carousel with top 10 reviews on the homepage
- Add the reviews on your product page
- Add the reviews for each product right next to it
- Create a dedicated reviews page and shine right away



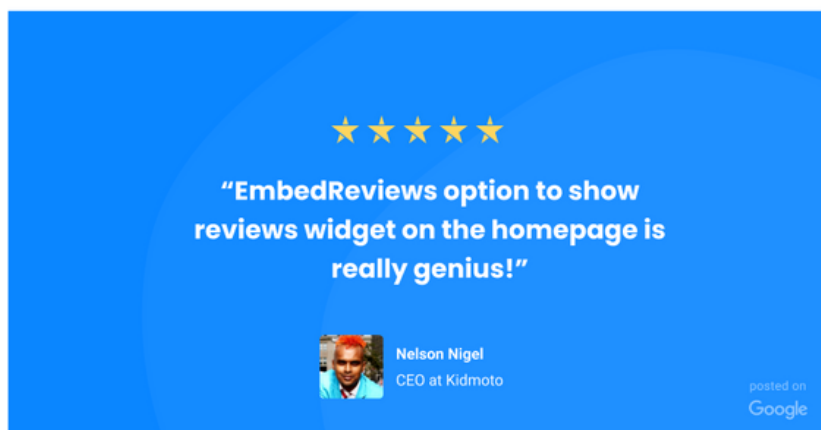
## Be Proud, Put on a Badge

Putting a badge after a well-deserved achievement is such a cute award. Using Facebook and Google badges will additionally add value to your overall reputation and make you even more credible.

Try it now and see how cool the Facebook and Google badges are! You will want one for sure.

## Create Ads Out of Your Reviews

Promoting the experience of your customers in a form of an ad is an excellent way to boost your campaign. You can take advantage of the reviews you've already received from your current customers, create a Facebook ad campaign, and gain new customers.



★★★★★

**"EmbedReviews option to show reviews widget on the homepage is really genius!"**

 **Nelson Nigel**  
CEO at Kidmoto

posted on  
Google

[Learn More](#)

One thing is for sure, using social proof from satisfied customers is one of the most effective ways to influence the decision-making process of potential customers. So, you better start thinking about implementing reviews in your next campaigns and get your next customers engaged in the experience of your existing ones.

# Step 7: Monitor & Measure

It is very important to track the reputation of your brand and constantly keep eye on the reviews you are receiving. Keep your eyes widely open and constantly monitor everything that's happening so you can react on time whenever it's needed.

Of course, you have to be aware of the online talks about your brand, but here are three main things you'll want to keep your eyes on:

## **Your star rating**

That's your most obvious reputation indicator and the first thing customers see when they are searching online.

No matter what industry you're in, you definitely want to improve your service to get a better star rating. If your business ranks below a 4-star rating you may be missing out on a serious amount of customers.

## **Mentions**

Engagement on social media can seriously influence your overall brand reputation. You should monitor the number of mentions your brand is receiving but you have to pay attention to the context as well.

There are many tools online that can provide that information for you, but you can also use the built-in insights into your social media accounts.

Over time, those insights will help you know which types of content are the best triggers for you.

## Your SEO and SERP ranking.

Don't forget the effect that SEO has on your business because it's powerful. It's common sense that businesses on the top of the first page of search engines will receive the most of the traffic and conversions.

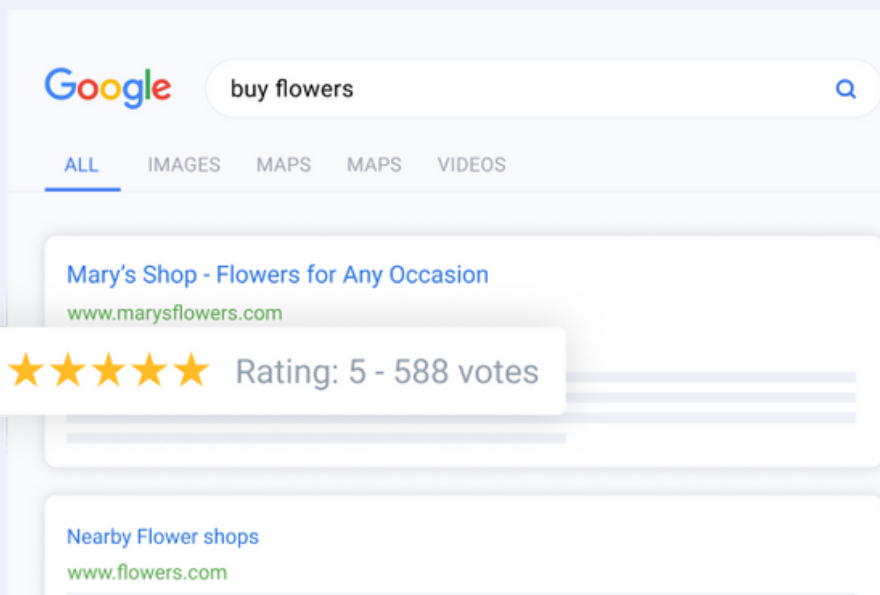
Of course, you know that to beat the competition and rank higher you need a well-planned search engine optimization strategy. But the thing you might not know is that the plan starts with great customer reviews.

Having great reviews will not only help in creating a loyal customer base but will also make you favorable for the search engines.

## EXTRA TIP

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Here is a little tip for boosting your SEO with reviews. The Schema.org code will help you present your aggregate review stars in the Google search results. This code helps in slightly boosting your SEO and lets you rank higher on the SERP.



A man and a woman are working together in a modern office. The man, wearing a blue shirt and a grey jacket, is leaning over the woman's desk, pointing at her laptop screen. The woman, wearing a grey sweater, is sitting at the desk and looking at her laptop. There are two laptops on the desk; the one on the right shows a grid of images or a social media feed. The background is a blurred office space with large windows and modern furniture.

CHAPTER

# 03

## *The Execution*

# Choose a Reputation Management Platform

We agreed that reputation management should be a priority for your brand going forward.

And having a tool that can help you get the most of your time and resources is essentially part of a successful reviews management process.

There are several things you should be looking for when you're choosing the platform that suits you best.

And the bottom line is that you should schedule trials and demos with the software providers so you can find the solution that will best fit your needs.

## Selection criteria:

- Generate and pull all your reviews in one place
- Fetch your reviews from the social media platforms and Google locations
- Respond to all reviews from one place
- Send review requests
- Import bulk reviews you already have
- Drive traffic with rich snippets in organic search results
- Amplify your user-generated content
- Customize and moderate the reviews
- Insights into your reputation managing
- Great customer support

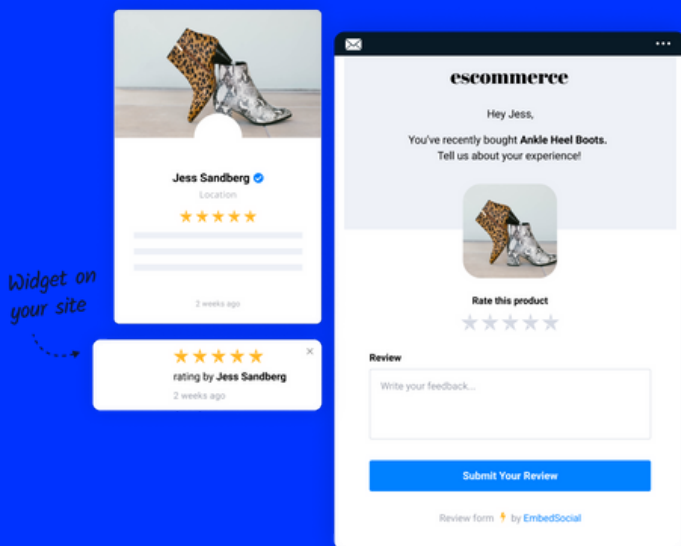
# EmbedReviews: Reputation Management Platform

EmbedReviews is a powerful reputation management software that allows you to manage all your reviews from one place while helping you to get more reviews and control your online reputation at the same time.

The platform will make you able to acquire all of your reviews hands-free. The system is designed to help you rank higher in the search results, drive more traffic and convert your visitors into customers.

It is an all-in-one customer feedback software and it gives you many customization and moderation options. And with all of that, you got a dedicated customer support team that will take care of all of your questions and feature requests.

[Start a free trial now](#) and start managing your user-generated content and let the great experiences do the talk.



# Success Stories

The stories say it all. These are three out of thousands of businesses that succeeded thanks to well-planned reputation management.

## Industrious Office

The company's management got aware that they needed more people to get to know their brand, to gain trust in them. They were aware that reputation management is the key and decided to use the EmbedReviews platform which allowed them to generate social proof.

**"EmbedReviews is a great solution with a team that is truly dedicated to their client's success. I highly recommend them as a review and social proof tool!"**

Eric Hnatov, Senior Manager of Website  
Optimization at Industrious Office

## 3 Key elements

As a mentoring and training company, 3 Key Elements have many reviews and testimonials and got the idea that they can have many more customers if they show how satisfied the current ones are. They did it and saw the benefit of reputation management almost immediately!

**"Switch to EmbedReviews NOW. I wish we had switched years ago. You'll be so happy you did."**

Kody Duncan,  
Director of Marketing at 3 Key Elements



# Wrapping Up

Running successful reputation management is a real challenge because it includes a well-balanced mix of touchpoints. You need an organized management plan, great collaboration between your marketing and customer success teams, and finding the right technology to empower the whole process.

Using our expertise and after briefly reviewing the whole process, we designed this proven plan that will help your business gain more reviews and help you in managing them.

This is the right time to outline your reputation management strategy, set your goals, and get started now!



# Appendix

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- **Appendix I**

Source: <https://www.oberlo.com/blog/online-review-statistics#:~:text=57%20percent%20of%20consumers%20use,negative%20reviews%20within%20a%20week>

- **Appendix II**

Source: <https://www.invespro.com/blog/the-importance-of-online-customer-reviews-infographic/>

- **Appendix III**

Source: <https://embedsocial.com/success-stories/industrious/>

- **Appendix IV**

Source: <https://embedsocial.com/success-stories/3-key-elements/>

- **Appendix V**

Source: <https://embedsocial.com/success-stories/trovatrip/>

- **Appendix VI**

Source: <https://hostingtribunal.com/blog/online-review-statistics/>

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