

York Small Business Enterprise Centre Presents:

HOW TO BUILD UP & RESPOND TO YOUR ONLINE REVIEWS AND FEEDBACK

Keynote Speakers Hollie Hoadley & Maryam Golabgir



My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.



Hi, I'm Hollie

Founder, Creative Solutions

I have one goal, one team and countless possibilities to see your vision come to life. I love being able to support you along the way!

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W

needCS.com | [@CreativeSolutionsHQ](https://www.instagram.com/CreativeSolutionsHQ)

Housekeeping

Feel free to take pictures or screenshots and post them! This will be recorded and shared with you after as well as the actual slides.

Tag [@CreativeSolutionsHQ](#) and [@digitalmarketingexperts](#)



Please ask all questions at the end of this presentation. There are no stupid questions. You can also reach out after if you aren't comfortable asking online.

Views are our own and there are lots of different opinions out there.



Message us anytime!



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Be Proactive, Versus Reactive

Monitor general feeds in your industry to pick up a variety of posts that don't mention your brand but are still valuable. This strategy reveals new conversations you may wish to take part in and enables you to establish new relationships. It's also a great way to catch any issues before they become a potential crisis.





Show customers you care, one response at a time

Your customers now get notified when you reply to their review

All

Replied

Haven't replied



Thomas Eggers

★★★★★ 10 weeks ago



By far the BEST partnership ever in my 20+ years in automotive! The staff at DTW have a pulse on my business daily an... [More](#)



Dealer Teamwork (owner)

10 weeks ago

Thanks for the review Tom! We're thrilled to hear how happy you are with our services, leadership team & account managers.

[Edit](#)

[Delete](#)





1 review

★★★★★ in the last week

I took my Suburban here after another local shop did a poor job on my repair. The folks at the Old Statesville Road location understood my dilemma and worked me in quickly. They were able to offer me a loaner vehicle while they made the needed repairs to mine. Very friendly staff and really wanted to make my experience a good one. The price was much lower than I expected it to be and I have had no issues since they made the appropriate repair. Highly recommended if you need service.



Helpful?

Response from the owner in the last week

We're pleased to know that your experience with us was a good one, Carmen! Thank you for entrusting us with the care of your Suburban, and for taking a moment to recommend us to others. Your kind words are greatly appreciated, and we hope you won't hesitate to let us know if we can serve you in the future!

Gratefully,

[Redacted signature]





Respond to Negative and Positive Feedback

Though it may be tempting to respond to positive feedback and delete the negative, don't. Instead, respond to positive feedback, thank your community for sharing your content or recommending your products, and invite members to share their stories through interviews or as guest bloggers on your site.





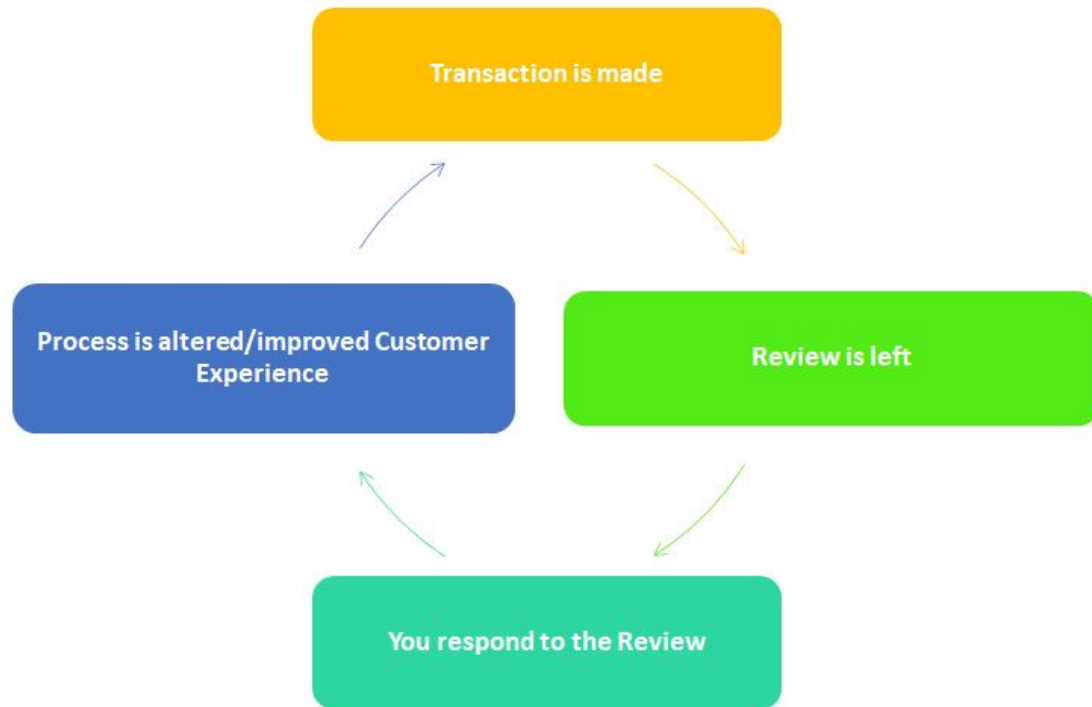
The buyer's process has changed

Industry term used is: Decision Consideration Awareness

81% of buyers use online reviews to learn about new products.

80% of consumers trust online reviews as much as a personal recommendation.

68% of buyers say positive reviews make them trust a local business more.





Leaving reviews to organically happen means you run the risk of the most vocal voice being your most frustrated customer.

By taking control, you allow an easier way for happy customers to voice their positive experience.

**Jolene Christenson** reviewed **Jakers Bar and Grill-Great Falls** — 2★ ⋮
June 24 · 🌐

My husband and I went there last night for my birthday dinner my husband ordered a blue cheese burger and got a completely different burger my food was alright not the best I have had from there in the past but pretty disappointed that our sever was not paying attention well enough to get my husband what he had ordered

1 Comment

 Like  Comment  Share

**Jakers Bar and Grill-Great Falls** Thank you for the review, we are sorry to hear that you didn't have a great experience while dining with us. If you could email me at doug@jakers.com so we could further resolve the issue at hand. ⋮

Like · Reply · 11w

 Write a comment...    



“People don’t always go online to let others know that they’re happy. That makes getting positive reviews hard unless you have an effective tool / process in place.” - Scott Dickinson Valley Hi Auto Group





HOW TO BUILD UP YOUR ONLINE REVIEWS





Ways to get reviews from customers

- Ask the customer directly
- Send a request via email
- Add links to Google My Business / Facebook/ Yelp from your website.



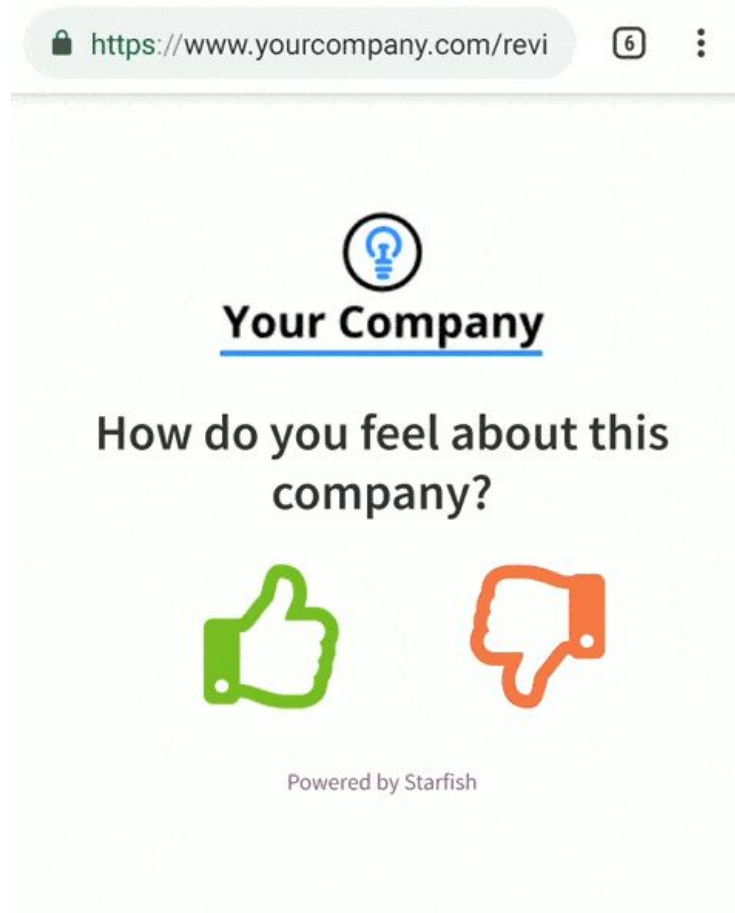
We appreciate your online review!

Thank You





Add a button which will lead to your Google My Business from your Website. Encourage users to leave you a review upon purchase or contacting you.





Process

Whether sales or service is soliciting a review, ensure each department has a repeatable process built into everyday operations.

In fact, many of the most successful stores have built “Let us know what you think” into multiple steps of a customer’s visit. Build “Let us know what you think” into your processes.





Facts to consider

The average smartphone user checks their device over 39 times each day.

-**Daily Mail** - The average person checks their email 15 times each day.

-**Mashable** - Roughly 79% of Canadians have a smartphone.

-**comScore** - What types of devices do your customers use most?

-**Email messages** can have a 20% read rate compared to 99% via text message.





HOW TO RESPOND TO ONLINE REVIEWS





- Do you respond to negative reviews?
- Responding to negative reviews shows that you are proactive in providing a positive experience for your customer.
- What are your comments to a negative review?





What not to do:



Abaniwonda Joy

6 reviews

★ ★ ★ ★ ★ 6 months ago - 🇳🇮

Was just checking the review before going there... i don't know if the Owner tries to be funny, but the response to some of the complaints about the quality of the food screams bad customer service. Will not be visiting for sure.



Response from the owner 4 months ago

We were just checking our reviews & we think you're a very special kind of funny. You do know Reviews are for REAL ACTUAL PAYING customers who have had our products or been to our spot? Anyways we think you deserve a gold star 🌟 for just having a keyboard. 🤗 Clap for yourself .





Negative Comments

How do you respond to a negative Comment?

- Sympathize but never apologize. There are 3 sides to each story. Theirs, yours and the truth.
- Ask if you can discuss ways to help fix the situation off line.
- Offer alternate solutions to the problem only WHEN you are fully aware of the problem.
- Ask for the client to write a follow up review to the solution you have offered.





Tool/ Process in place

- Identify your client's preference
- Select your ideal reference tool (client reference)
- Set up an in-house process for you
- Set up a client process for your clients
- Set up a response time time-table
- Collect data





Positive Comments Template sample:

[date]

Dear [Reviewer Name],

Thanks so much for sharing your experience with us. We want you to feel comfortable sharing good or bad news with us. I understand that your [visit/experience] with us fell short of expectations. I also want to thank you for giving us a chance to make things right.

We're using your feedback to make some important changes:

[Specific yet concise list of changes]

I'm pleased we were able to make things better and I hope we see you again soon.

[Manager name | contact number]





Why it works:

The template above uses a few specific ingredients to boost reader trust, credibility and admiration even further. Let's look at how you did it:

- You thanked them for sharing. This isn't easy to do, it can be stressful and difficult for customers to be open and honest.
- Acknowledgment and empathy. Your response didn't invalidate, omit or ignore your customers problem. Your response faces it head on, acknowledging mistakes were made. Think maximum empathy and zero excuse making.
- Action steps and specificity. You're showing reviewers and potential customers that (a.) You're trustworthy and interested in their business and (b.) You're eager and willing to do what it takes to take care of them





Image Works Glass - 8 Timber Ln, Cody, WY

Dianna Fargo reviewed your business on facebook.com

19 days ago • Wed, Jan 15th 2020 at 9:44 PM



I got my truck detailed by Image Works Glass & Auto Detailinn and am super impressed with the results. Dog hair be gone! Every service. Welcome to Flin

Responded

[View 1 response](#)

Status ▾



Teller Brewing & Distilling - 399 2 Ave, Portland, OR

Stephanie Wright reviewed your business on google.com

2 days ago • Last Saturday



Pineapple sour was insane. Amazing, accommodating staff!

Action required

[Respond to this review](#)

Thanks for the review Stephanie. We hope

An email response will be sent to this customer

Status ▾

Cancel

Post



Tapas Cafe & Vista

Brendan Giles reviewed your business on google.com

4 months ago • Sun, 1/12/2020 at 10:00 AM



What a gem. Seems like a 4 le fantastic. All 4 meals came hc

Action required

Status ▾

Respond





Have you been buying reviews?

Businesses should focus on earning online reviews rather than buying them because the consequences of buying reviews far outweigh the short term benefits you might receive.





A few reasons why you shouldn't:

- It's illegal to buy Google reviews
- It's against Google's policy to buy Google reviews
- Don't buy Google reviews—even from real customers
- Google will remove your bought reviews
- Buying Google reviews could hurt your SEO





Social Media Reviews

2 spots to ask for reviews

Facebook
Review



LinkedIn
Recommendation



Asking for Facebook Reviews

Send them this link:

<https://www.facebook.com/pg/creativesolutionsHQ/reviews>



Asking for LinkedIn Recommendations

Send them this link:

<https://www.linkedin.com/in/holliehoadley/detail/recommendation/ask/>





Home

My Network

Jobs

Messaging



Hollie Hoadley

Thinking Differently Since '76 | Founder | Adviser | Presenter | Social Media | Websites | UX | SD | Branding | Graphics

Skills & Endorsements

Add a new skill



Take skill quiz

Marketing · 72



Endorsed by **Sharni-Marie Barney** and 4 others
who are highly skilled at this



Endorsed by 3 of Hollie's colleagues at **Creative Solutions**

Social Media Marketing · 64



Endorsed by **Keith Keller** and 6 others who are
highly skilled at this



Endorsed by 2 of Hollie's colleagues at **Creative Solutions**

Entrepreneurship · 56

Karen Natasha and 55 connections have given endorsements for this skill



Hollie Hoadley

Thinking Differently Since '76 | Founder | Adviser | Presenter | Social Media | Websites | UX | SD | Branding | Graphics

Recommendations

Ask for a recommendation



Received (9)

Given (8)



Kim Mortonson

Award winning, Certified Personal Trainer & Nutrition Coach who assists her clients achieve life changing results.

May 13, 2020, Kim was a client of Hollie's

It was a pleasure working with Hollie! She listened to my story, answered my questions and then explained all the "marketing stuff" that I was unsure about. We developed a clear marketing plan that I can now implement and feel confident about. I would highly recommend Hollie as your "marketing guru"!



Emily Milling

Creative, Director, Producer, Performer, Writer

May 3, 2020, Emily worked with Hollie but at different companies

Hollie always helps me identify the best way to create my personal brand. I run multiple companies and projects, and its important to balance these with my own personal brand. Hollie was able to merge the disparate elements in less than an hour and provide SO much clarity for what I should do for next steps. Strateg... [See more](#)

Tips on how and when to ask for reviews

1. Make this part of your after service strategy
2. Consider incentivising people for leaving you a stellar review. *"Have a coffee on us!"*
3. Ask at the peak of your customer's happiness with your service
4. Always prep the person as to what you want them to write about of feature
5. Pre-write a little something so they aren't starting from scratch
6. Send them the links to where you want them to write a review
7. Make it easy to get a response
8. Always respond to the reviewer and thank them

Now what do you do with them?

1. Share them as posts on social media (see examples)
2. Turn them into case studies
3. Publish them on your website
4. Use them in a proposal
5. Add them to your email signature

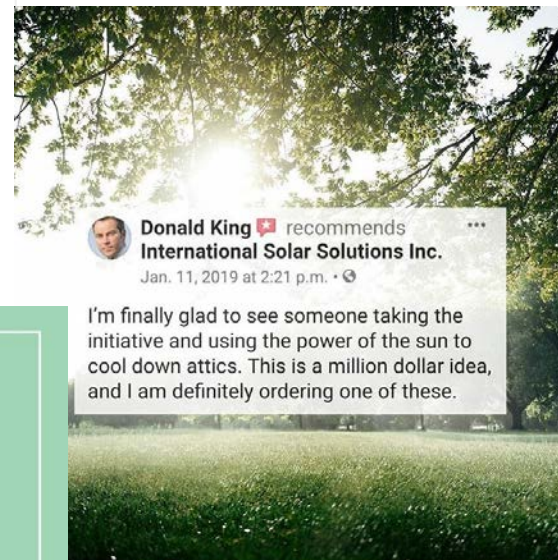


NATALIE DID AN AMAZING JOB FOR ME.
SHE IS REALLY A ONE-OF-A-KIND REALTOR
THAT HELPED ME NAVIGATE THROUGH
SOME VERY DIFFICULT TIME CRUNCHES
AND COMPLICATED SCHEDULING.

A.H.



416.489.3434 | 416.90



Donald King recommends
International Solar Solutions Inc.

Jan. 11, 2019 at 2:21 p.m. •

I'm finally glad to see someone taking the initiative and using the power of the sun to cool down attics. This is a million dollar idea, and I am definitely ordering one of these.

Hollie and her team are absolutely amazing at what they do.

With their expertise and guidance, we worked together to design a banner, postcard, business cards and flyers that truly reflected our brand.

**I would highly recommend
Creative Solutions**

**ORA GOLDIN
BUSINESS OWNER**

“People won't go out of their way to leave a good review, but they *will* to leave a bad one!”

- Hollie Hoadley

“There's no better way to get reviews
than to ask for them!”

- Hollie Hoadley

We are here to help you.



www.DigitalMarketingExperts.ca



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Thank you

