



MAINE SMALL BUSINESS
DEVELOPMENT CENTERS

Stirring the Pot with Online Reviews

Presented by:

Ali Lane, Certified Business Advisor

Maine SBDC at CEI



Funded in part through a cooperative agreement with the U.S. Small Business Administration

Housekeeping

- This is being recorded and will be sent to you afterwards.
- Please keep yourself on mute.
- Submit any questions in the chat.



Who Are We?



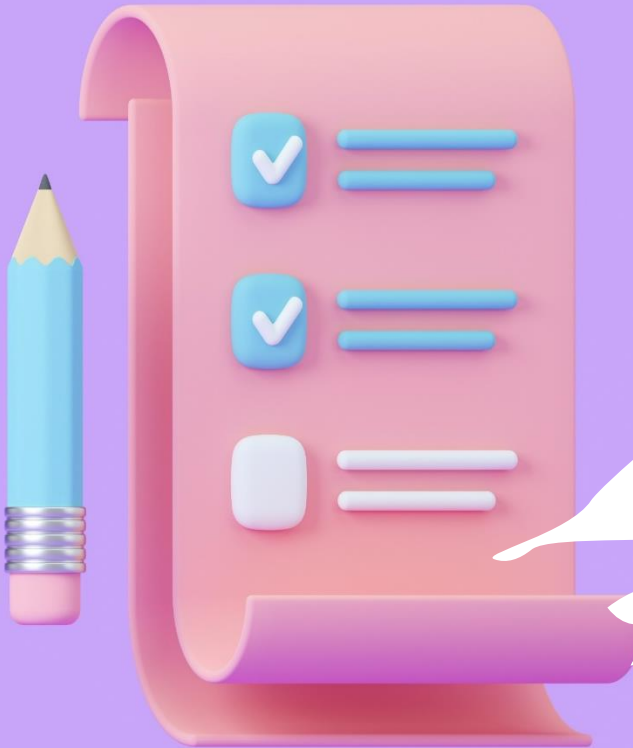
The Maine Small Business Development Center @ CEI

No-cost, confidential advising to current & aspiring small business owners in Maine

- Business Planning
- Finding Financing
- Marketing & Sales
- Financial Analysis
- Human Resources
- Operations and Management



Agenda



1. Where should I have reviews?
2. Why should I bother with reviews?
3. How do I ask customers for reviews?
4. How do I respond to good reviews? Why?
5. How do I respond to bad or spam reviews? Why?
6. Can you show me some fun examples?

Reviews: WHERE?



TESTIMONIALS

Subscribe Easy Tutorials YouTube channel to watch more videos.



“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Avinash Kr Co-Founder at xyz



“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Bharat Kunal Manager at xyz



“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Prabhakar D Founder / CEO at xyz



And more!



Where are your customers?

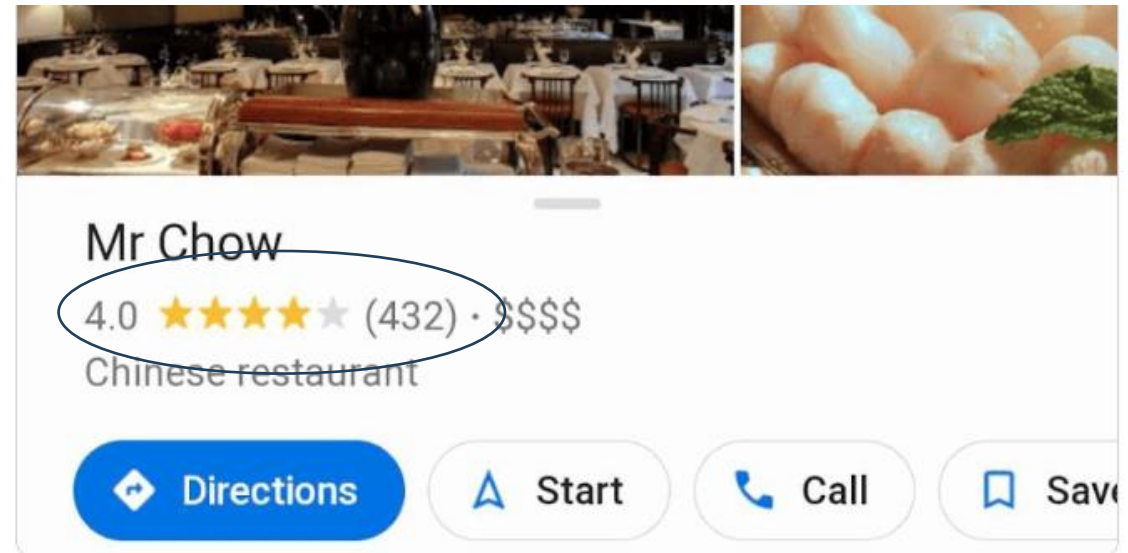


Be THERE!

The 10 Best Customer Review Sites for your Business

[Oct 2023]

1. Google Business Profile
2. Facebook
3. Yelp
4. Trip Advisor
5. G2 (B2B, Software)
6. Amazon



<https://www.semrush.com/blog/review-platforms-seo/>

Why Seek Reviews?

- Credibility
- Interaction
- Feedback
- Increase star rating
- SEO

79% of consumers trust online reviews as much as personal recommendations

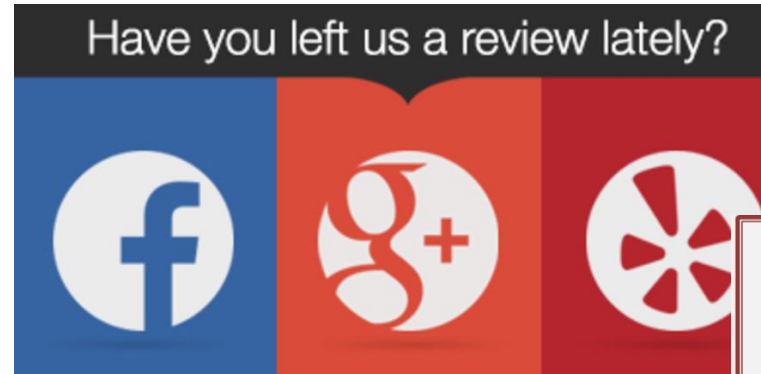
9/10 consumers read reviews before making a purchase

Product pages with reviews experience 3.5 times more conversions.



Asking for Reviews

- Limit platforms
- Make it easy
- Be careful/no bribing
- Signage or online call-to-action
- Strike while the iron is hot
- Reviews v. feedback v. surveys



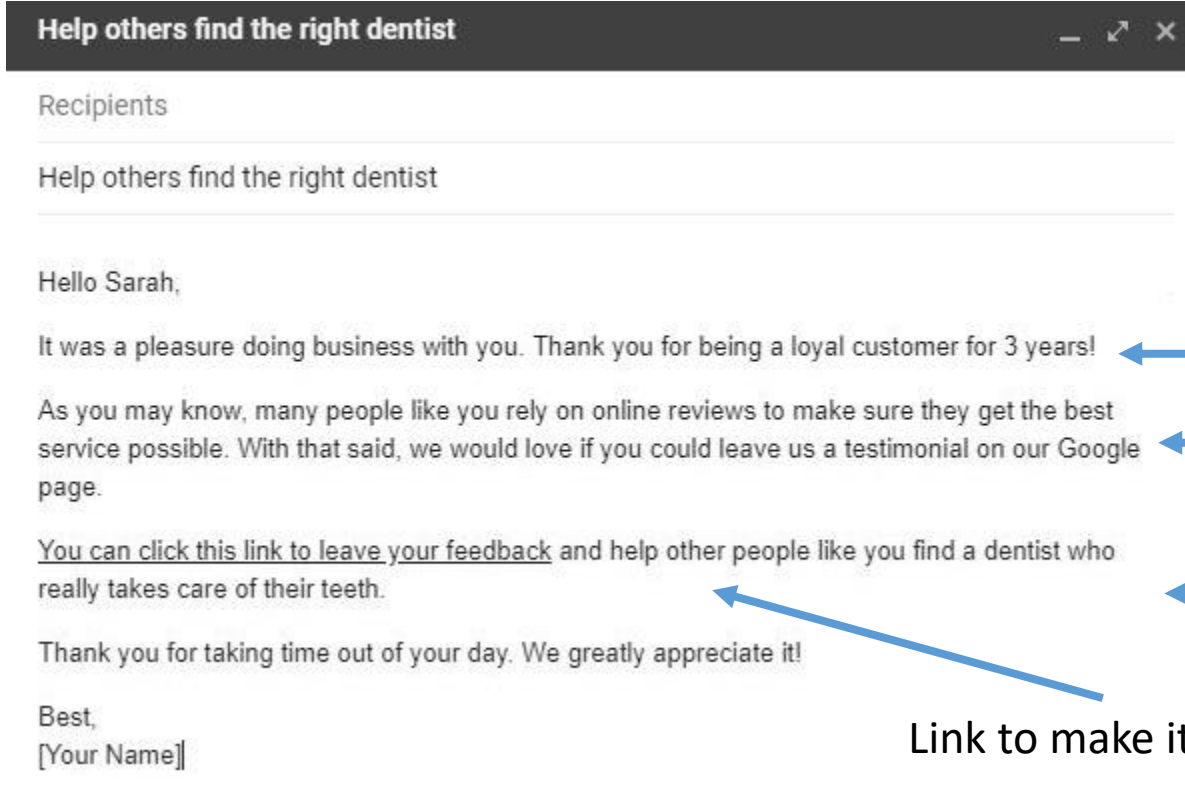


Stay away from fake reviews.

Eliciting fake reviews is completely unethical to me, so this *should* be a given, but just in case it's not: I believe you should *never attempt to obtain fake reviews*.

The last thing you want is to be kicked off a review site for violating their terms of service.

Asking via Email



Personal when possible



Explanation



“Feedback” is a friendly term



Link to make it easy



<https://broadly.com/blog/ask-for-reviews-template/>



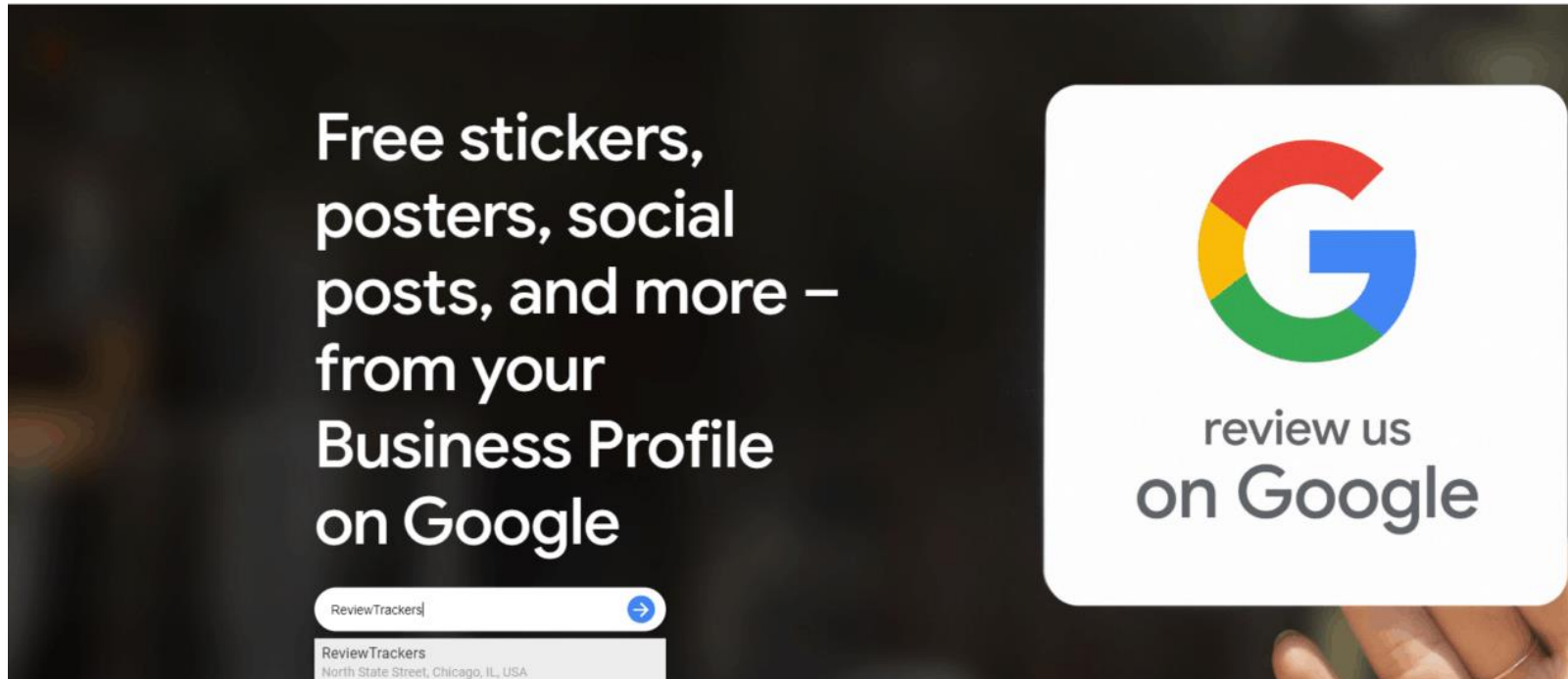


Business Profile

Create your business marketing kit

The Google My Business marketing kit website lets you create free posters, social posts, and window stickers. You can display these items at your store or digitally through your social presence.

Google My Business



<https://marketingkit.withgoogle.com/>



Responding to Reviews

- DO IT!
- You can rarely remove reviews
- Be professional
- Keep response brief
- Be genuine

97% of consumers who read online reviews also read responses from businesses

45% of consumers say they are more likely to visit a business if it responds to negative reviews

Responding to Good Reviews

- ✓ Short & Sweet
- ✓ Thanks
- ✓ Personal if possible
- ✓ Welcome them back
- ✓ *Maybe* suggestion or upsell ← Carefully! Must be genuine. ✓



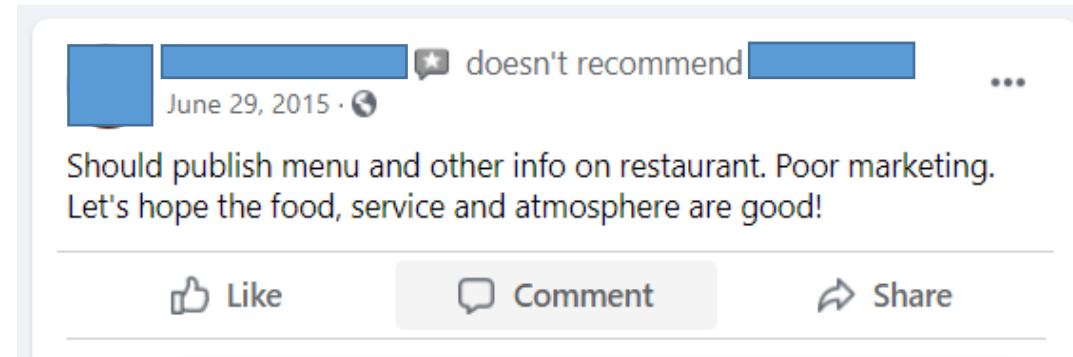
Responding to Bad Reviews

- First, take a breath
- Be genuine
- Apologize (once)
- Validate/Empathize
- Action and/or offer to fix
- Seek clarification when applicable
- Sign your name
- Keep initial reply short
- Continued conversations should be private/1:1
- When applicable, ask for an updated review



Responding to Ugly/Spam/Inaccurate Reviews

- Watch for it!
- Clarify for all readers
- True spam can be removed
 - Each platform is different (read policies)
 - [How to Remove Facebook Reviews](#)
 - [How to Request Review Removal on Google my Business](#)
- The best interest of the platform...
- More info: [Fighting Review Spam blog](#)





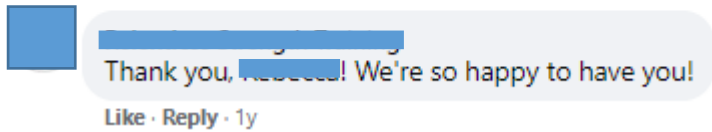
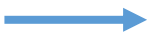
Reviewing Review Responses!



10/10



Reply/appreciation



Short & sweet





[Redacted Name]

Local Guide · 175 reviews · 25 photos

★★★★★ 3 years ago

Traveling thru...great, quick wrap for me...lovely strawberry salad for the wife. Friendly owner, recommend highly.



10/10

Response from the owner 3 years ago

Thank you for your review! So glad you were happy with your experience!

← Genuine

doesn't recommend [redacted] ...
March 4, 2020 · 🌐

Bought a cheesecake slice and my mother got sick after eating it. Was packaged 7 days ago. A simple search will tell you that cheesecake should not be kept for longer than 5 days tops in the fridge before its not safe to eat. Pretty unimpressed since it was \$6 for such a small slice and no one is even paying attention to dates on things... When you buy something from a store you trust people know what they're doing. Clearly won't make that assumption again...

1 Comment

👍 Like 💬 Comment ➦ Share

[redacted] we deeply apologize you and your mother had this experience. We date the cheesecake according to the vendor of the item. We will reach out to that vendor tomorrow morning to discuss the dating on the dessert to make sure it is satisfactory. Until then, we have removed all the slices that were delivered prior to TODAY. Again, our deepest apologies, and we will report back what we find out from the vendor directly. We will be private messaging you to get some info in order to get you a full refund on your product.

Like · Reply · 1y

9/10

✔ Action →

✔ Private message →

← Apologies ✔



doesn't recommend
Went to [redacted] and the experience was NOT a good one. Our server was slow, not attentive and forgetful. Our food was pretty much inedible, bland, greasy, and not worth the weight. When we went to pay the bill our server took forever to bring back our change. When I asked to speak to a manager she was argumentative, very rude and condescending. I will NEVER be back.

12 Comments

Like Comment Share

Business Owner
[redacted]
[redacted] how now ma'am with all due respect there are two [redacted] every story and as we know some folks that d [redacted] and restaurant etiquette sometimes p [redacted] that you can't just spout out a b [redacted] expecting it to stick with [redacted] re [redacted] First [redacted] say it was [redacted] night, did you mean [redacted] wait for how long it [redacted] checked the ticket time and it was [redacted] when the order was made and wh [redacted] d to the table. As for the serv [redacted] ful hard working young colle [redacted] at job for us in the year [redacted] as wh [redacted] Adm [redacted] have felt a [redacted] while you y [redacted] ing cash into your [redacted] at the [redacted] are of you but she feels s [redacted] considering how awkward you m [redacted] ... good to note that wher [redacted] our manager [redacted] table as requested, after you recieved your ad [redacted] bill for the food and drinks you ordered, with clear m [redacted] pricing in black and white on the menu in front of you and you had in fact eaten 98% of your food that she did ask why you didn't raise any concerns the two other times [redacted] the server checked on you as you were quickly devouring your food and your reply to [redacted] again after you got your bill was, "we don't like to complain"..... Neither [redacted] are rude or condescending and shame on you for coming onto a public forum like this and blast hard working people like [redacted].

Continued conversation

Condescending

1/10

Unprofessional

Length

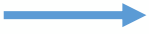
8/10

I love Jimmy John's and have been ordering from there for several years and I have the same sandwich everytime. At store #1205 the last few times I have ordered it, they have gotten it wrong. The people that even take my order get it right and it is written down right but when I get it, it is wrong. Thinking about not ordering from there anymore!!!

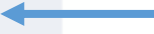
15 hours ago · Like · Comment



On brand



Jimmy John's I'm all over it Judy. Send me your address and phone number to facebook@jimmyjohns.com so I gain your trust again



Didn't apologize



Private message



3 hours ago · Like



Action



Write a comment...

Key Takeaways

- ✓ Reviews are powerful
Ask for them!
- ✓ Respond to reviews
- ✓ Be professional but genuine



Need Help – Contact Us:

Maine Small Business Development Centers (Maine SBDC)

Website: www.mainesbdc.org



Questions?

