Responding to Online Reviews

POSITIVE

#1 Thank Reviewer and Be Specific

*"Hey **Doug**, thanks for leaving a review and mentioning our store manager **Jason**. You're right, he can always find the right part for every customer."*

#2 Use Business Name and Keywords

*"The team here at **Frank's Auto Parts** is thrilled to hear such good feedback, and we're proud to be one of the most knowledgeable **auto parts shops** in **Boulder**."*

#3 Add in Some Low-Key Marketing

*"Did you know we just started a **frequent parts buyer card**?"*

#4 Invite Them to Do Something New

*"Next time you're here, you should try **Frank's Car Wash formula**! It does a great job at cleaning off the dirt and grime from this recent harsh winter."*

RUBY marketing AGENCY

Responding to all online reviews, both positive and negative, in a timely and strategic manner, is essential to building and maintaining your positive online reputation and ultimately driving more business to your door.

And remember, clients and customers don't expect a 5-star rating. In fact, they are usually suspicious of perfection!

In moderation, bad reviews help **boost** sales.

Purchases are most influenced by reviews with an average star rating between **4.2 and 4.5.**

Learn more about our Reputation Management Services at www.RubyMarketingAgency.com

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NEGATIVE

#1 Apologize and Sympathize

Even if the comments are unfounded, show sympathy that they had a bad experience.

"I'm sorry to hear about your bad experience."

#2 Insert a Little Marketing

Explain what your customers usually experience.

"We're normally known for our exceptional attention to detail, and we regret that we missed the mark."

#3 Take it Offline

Provide contact info to discuss in person.

*"My name is **Frank**, the **Owner** and I'd like to discuss this further with you in person. Please contact me at **480-123-4567 or frank@autoparts.com**."*

#4 Keep It Simple, Short and Sweet

Don't include business name or keywords. You don't want this review to get any more traction in search.