## myntoolkit

How to get great reviews for your consultancy

# How to get great reviews for your consultancy



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myntoolkit

## Today's agenda

- The importance of reviews for growing businesses
- Different types of reviews
- The different platforms to use to get reviews
- The best tactics and approaches to get reviews





## Poll

Q: How often do you read reviews before purchasing a product or service?

Q: Would a positive or negative review change your decision to purchase a product of service?

#### A 2021 Statista report found:

- 94% of customers are more likely to purchase a product or service that has a positive review.
- 79% of customers trust online reviews just as much as they trust personal recommendations from their friends and family.





## The importance of reviews

- A form of social proof that helps create credibility and trust.
- Builds a positive brand reputation.
- Streamlines customer decision making.
- Helps to increase your brand awareness with search engine optimisation (SEO).
- Helps businesses change, adapt and improve in response to honest feedback.







1. Word of mouth

2. Online Reviews

3. Images

## Different types of reviews



## Different platforms to get reviews

- Google My Business
- Trustpilot
- Social media
- Depending on your business, consider:
   Amazon, TripAdvisor, Glassdoor, Which
- **Tip**: choose 1 or 2 places to direct people.















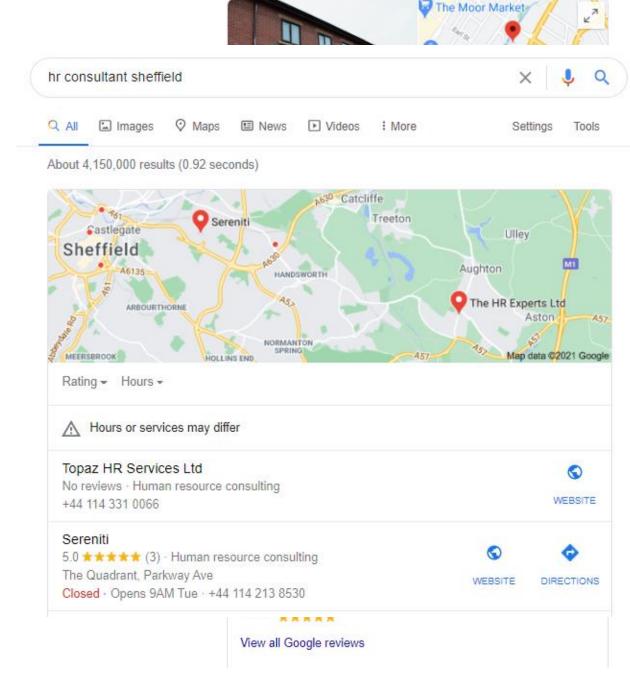








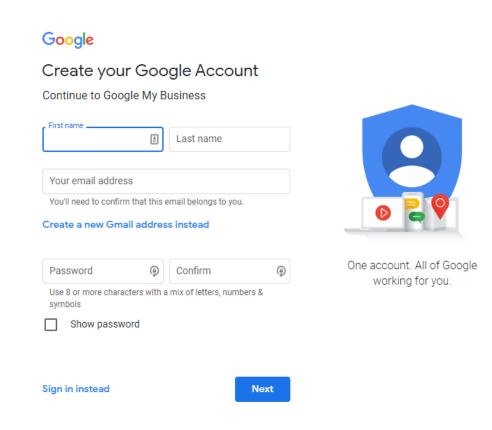
- Improves the visibility of your website and your reviews section.
- The more reviews you have here, the more organically promoted you will be.
- Increases your local SEO.
- **Tip**: you need a Gmail email address to leave a Google review.





### How to set up a Google My Business account

- Search for Google My Business or go to www.google.business.com
- Fill out all details. This will include a business address.
- Once you have created an account and registered an address, Google will send a postcard with a verification code on it to your address and you will be able to verify your business account information.
- **Tip**: fill out as much information as possible. Google My Business can take up to 60 days to re-update some key information.

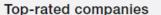




## **Trustpilot**

- A very trusted site by customers.
- Used mainly for B2B relationships.
- Used as a default for many consumers.
- Helps customers find the highest rated businesses in a certain category.
- Easy to use search feature to find specific companies.
- Great for businesses that have no location.





Showing 1-20 of 167 results based on current filters. Ordered by TrustScore



#### Sell Your Problem Car



Car dealer

ST JOHNS WAY - PE380QQ DOWNHAM MARKET



#### **Grashion Automotive Solutions**

\* \* \* \* \* 596 reviews · TrustScore 5

Car dealer

Unit 1, Barley Court, Doncaster Rd, Kirk Sandall, Doncaster, S Yo...



#### Redrose Cars

\* \* \* \* \* 508 reviews · TrustScore 5

Car dealer

Unit 7 Habergham Mill, Coal Clough Lane · BB11 5BS Burnley



### How to set up a Trustpilot account

 Search 'create company Trustpilot account' or visit <u>uk.business.trustpilot.com</u>

Fill in the relevant details and verify your account.

 Tip: verify your account with an email address that has the same domain as your website.



### Don't miss out! Create a free account.

Company name	
First name	
Last name	
Job title	
Work email	
GB ▼ Phone number	
<ul> <li>I would also like a free personal demo of Trustpilot's paplans.</li> </ul>	aid

### Social media

- A great way of receiving organic feedback for your product/service.
- Make posts about your previous reviews on social media.
- You can also use these posts to nudge more people to leave you reviews.
- Ask for customers to take pictures and share them on their newsfeed!







The best tactics and approaches to get reviews





## Choose your timing

Consider your customer's journey:

- After receiving the product or service.
- After a customer organically provides you with feedback.
- Ask existing customers that you have a great relationship with.
- Know who to ask and who not to...
   Negative reviews can't be taken down.





## What to say when asking for a review

- Be honest
- Be polite
- Be clear
- Direct them to one place!
- Be appreciative





How to incentivise people

• Provide customer competitions.

• Incentivise employees.

Keep reminding people!

Customer referral schemes.





## **Tips**

• The goal isn't always to get a perfect score!

• Think outside the box. It doesn't have to be a review on your product.

 Reply to all your reviews. Including the bad ones!







## **Questions?**





## myntoolkit

**Next webinar:** 

Networking in the new normal: virtual networking and event tips



Stewart Leahy

Managing Director of Yorkshire

Powerhouse