

Review Responses

Fully Managed Solution

Fully managed written and published responses for all of your clients reviews, along with notifications anytime your clients business is mentioned online in a negative way.

What to Expect Next:



Order Form

When you purchase the Review Responses service, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client to gather additional information needed, including:

- Login access to any review sites your client currently has claimed
- A contact at the business where we can direct negative reviewers to
- A contact at the business who can approve drafted negative review responses

Please note: Our Marketing Strategists will help to claim the review sites that are relevant to the business, such as Facebook, Yelp, and Google My Business.



Post Onboard

As long as we were able to gain access to your clients review sites during the Onboard call, we will begin to respond to reviews as they come in. Additionally, anytime the business is negatively mentioned on a non-review site, we'll send an email notification to the business contact.

Important: Please note that our team will not be able to draft review responses for reviews left on sites that we do not have login access to.



Gaining Access to Review Sites

Facebook: The Facebook Business page will receive a request to add 'Digital Agency' as a page Admin. Accepting this request is important as we need this level of access in order to post review responses.

Yelp: Along with the username and password, it is required that the Yelp profile is complete with a user photo (has to be of a person) in order to post review responses.

Please note: Our Marketing Strategists will help to claim the review sites that are relevant to the business, such as Facebook, Yelp, and Google My Business.

Exceptions

Yelp reviews require a user photo
Yelp non recommended reviews - global setting in PC to pull those in
Threads
Edited reviews



Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will follow these guidelines:

- Positive responses should be personalized to the content of the review. Our responses are never canned!
- We address the reviewer by name if possible
- Thank them for leaving a great review
- Use the business name in the response (For SEO)
- Invite them back / assure them that their next visit will be just as pleasant

Positive Review responses are published within 1 business day of our system pulling them in.



Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will follow these guidelines:

- Negative reviews should also be personalized to the content of the review. Our responses are never canned!
- Apologize for the experience
- Do not use the business name in the response (For SEO)
- Write a sentence or two painting the business in a positive light, and
- Invite the poster to resolve the issue offline. **e.g: Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you.**

Negative Review responses are drafted within 1 business day of our system pulling them in. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

Review Responses

Fully Managed Solution FAQs

Client Expectations:

- Complete a Initial Onboarding Call with our Marketing Strategists
- Provide a contact at the business who will approve Negative Review responses.
- Provide a phone number/email address for Negative Review responses.
- Provide login access to review sites and/or work with Marketing Services to claim sources.

What is the time frame to make any suggestions or edits to the suggested negative review response?

We will provide 1 business day to make any edits or suggestions to the response. If we do not hear from the business within this time frame, we will post the response on their behalf.

Does Review Management cover review responses in another language?

No, our agency only responds to reviews in English.

Can't I just delete my negative reviews?

Unfortunately, we cannot simply remove a review from the internet. Every reviewer is entitled to their voice. What we can do is flag a review that violates that site's terms and conditions. If that particular listing site agrees with our request, they will remove the review. We would still advise responding to the review in the meantime. This way other potential customers (who may not know the reviewer is misinformed) will not assume the review is accurate.

Do you monitor comments after a review response is posted?

We respond to your client's reviews, but we do not monitor those conversations any further after responding.

There are listing sites that have reviews for my client but the client does not have access to these sites.

To ensure we can respond to reviews on this source, our team will manually claim/ verify the listing source. To complete this process there may be additional steps required by the client and we will advise them when their assistance is required.

Will you respond to my clients existing review backlog?

Review Management only covers reviews posted after an accounts initial start date.

Why is it so important to respond to both positive and negative reviews?

By responding to online reviews you are thanking and acknowledging your customers for their feedback, just as you would if they were to compliment your business in person. A response to a negative review is for the benefit of anyone seeing that review, not just the reviewer. It shows the business is aware of any issues their customers may be experiencing and that they are actively working to resolve these issues.