REVIEWS GENERATE TRUST

SOCIAL MEDIA TIPS
By Theresa Mintzer

People buy from businesses they know, like, and trust. One way to increase your trust factor is through reviews and testimonials. Ensure that your loyal customers have the opportunity to provide feedback on your business.

If you do not see a review tab on your Facebook Page, go to Settings then Page Details. Next look at the categories and scroll down to turn on reviews. Once you have confirmed that your review tab is visible, it is time to ask for some reviews. Google Business Profile Manager has a shareable link you can send to customers. Under your profile on LinkedIn, you can ask for a recommendation.

Don't be afraid to be direct about asking for reviews. When you send a follow-up email to a customer, include a link to your Facebook review page and ask for a testimonial. The easier you make it, the more likely someone will leave you a review. If you have a physical location, have a QR with a direct link to a review page displayed in the office.

When customers tell you they love your product or service, you can respond by asking them to give you a review on Facebook or Google. Not everyone will and that's okay. However, there is a good chance that they had not considered leaving a review. Asking plants the seed, so if they don't do it now maybe they will in the future.

Reviews can really benefit your business. It would be amazing if every satisfied customer sent you a glowing review after interacting with your business. That is not always going to happen, so don't forget to ask. Make it a habit to review your service providers too.

Need help? I offer social media coaching. Head on over to my website at https://www.mintzersolutions.com/for more information and to schedule an appointment.