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TURN CUSTOMER REVIEWS INTO YOUR STRONGEST MARKETING TOOL IN 2026



SOCIAL MEDIA TIPS

By Theresa Mintzer

People buy from businesses they know, like, and trust. One of the easiest ways to strengthen that trust is through reviews and testimonials. Make sure your loyal customers can share feedback about your business.

If you do not see a review tab on your Facebook Page, go to Settings, then "Page and Tagging", and toggle "Allow other to see and leave reviews on your Page" to on. Once you have confirmed that your review tab is visible, it is time to ask for reviews. Google Business Profile offers a shareable link you can send directly to customers. On LinkedIn, you can request recommendations through your profile.

Don't be afraid to be direct when asking for reviews. When you send a follow-up email to a customer, include a link to your Facebook or Google review page and ask for a testimonial. The easier you make the process, the more likely someone will

leave a review. If you have a physical location, display a QR code with a direct link to your review page so customers can quickly respond.

When customers tell you they love your product or service, take the opportunity to ask for a review on Facebook or Google. Not everyone will follow through, and that's okay. However, there is a good chance they simply had not considered it. Asking plants the seed, so even if they don't leave a review right away, they may do so later.

Reviews can make a meaningful difference in your business. While it would be ideal if every satisfied customer shared their experience without being asked, that is not always the case. Make it a habit to ask. It is also helpful to support other businesses by leaving reviews for them as well.

Need help putting this into practice? I offer social media coaching to guide you through the process. Visit mintzersolutions.com to learn more and schedule a session.

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