

**Spring CRAFT SHOW**  
*& Photos with the Easter Bunny*

Location: Independent Living Building

**Saturday, April 1**  
**8:30am-2:00pm**

There will be a variety of handmade, vendor and food items for sale. Bring your cameras and get your photo taken with the Easter Bunny while you are here.

**Keystone Villa**  
 AT DOUGLASSVILLE

A DISTINCTIVE RETIREMENT COMMUNITY  
*Celebrating seniors for 15 years and counting!*

**2023 Caring Star**  
 TOP RATED ON Caring.com

**BEST INDEPENDENT LIVING**  
 USNews 2022-23

**BEST OF SENIOR LIVING**  
 2022

AWARD-WINNING COMMUNITY

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1152 & 1180 Ben Franklin Hwy. E., Douglassville, PA 19518  
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# FIVE WAYS TO GET MORE GOOGLE REVIEWS



## MARKETING TIPS

By Michael Ianniello,  
 Communications Coordinator,  
 beMarketing

Having positive Google reviews is crucial for the success of a business. Building trust with potential customers can lead to increased sales and website traffic. Our team has compiled a list of five useful tips to help you get more reviews and improve your Google rating.

### 1. Claim Your Google Business Profile:

The first thing you need to do is claim your Google Business Profile (GBP). This gives you control over how your company shows up on Google searches and will let users know it is your official business profile, making them more likely to leave a review.

### 2. Send Email Reminders:

A common mistake that businesses make is asking people to leave a review right after they complete a purchase. Send out an email reminder a week or so after the transac-

tion when they have used the product.

### 3. Share Positive Reviews on Other Outlets:

Share positive feedback on outlets like social media channels. It provides positive testimonials for potential customers to see and when consumers see that their reviews are noticed and shared, they are more likely to leave one themselves.

### 4. Respond to All Reviews:

Respond to all reviews, regardless of whether they are positive or negative. Thank positive reviews for their feedback and use negative reviews as an opportunity to learn and grow.

### 5. Always Go Above and Beyond:

Most people who take the time to leave a review either had an extremely positive experience or a negative one. By consistently going above and beyond, you can make sure it is more of the former.

If you are looking to increase the number of positive reviews that your business receives, turn to beMarketing's reputation management services. Contact us at 484.261.1149 to learn more.

**Put a little *Spring* in Your Marketing!**

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Call **484-497-0795** or visit **beMarketing.com** to learn more!