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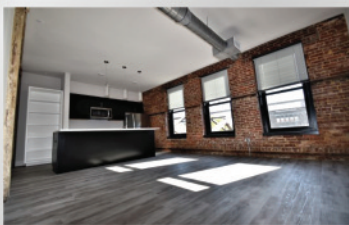
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FACEBOOK REVIEWS — IT'S ALL ABOUT THE ASK



SOCIAL MEDIA TIPS

By Theresa Mintzer

People buy from businesses that they know, like, and trust. One

way to increase your trust factor is through Facebook Reviews. Customers can recommend your business to others and leave comments about it.

If you don't have a review tab on your page, go to Settings then Templates and Tabs. You want to turn on reviews so that they will show up. Now that you have confirmed that your review tab is visible, it's time to ask for some reviews.

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 recommendation. I would also suggest

that you include a link to your Google My Business as well. The easier you make it, the better it is for people. How many times have you been in a business where they have handed you a receipt with the survey?

When customers tell you how much they loved your product or service, you can respond by asking them to recommend you on Facebook. Not everyone will, and that's OK. However, there is a good chance that they had not thought about it.

Reviews can really benefit your business. It would be amazing if every satisfied customer sent you a glowing review after they interacted with your business. That is not always

going to happen, so don't forget to ask.

For further information, please contact Theresa Mintzer at 484.686.2995; email: theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.

