

Review Sites

Review sites provide a recommendation from a previous customer. These can provide encouragement to complete a sale and also reinforces trust. The more reviews for your business, the more you create a community of customers. This builds the strength of your brand's image and can provide a sense of safety for new customers.

It can be difficult getting customers to leave reviews, as most people tend to leave reviews when intense emotions are involved: something was either very good or very bad.

TIPS ON GETTING REVIEWS

- **Ask people:** Some customers may not be aware where or how to leave reviews for your business.
- **Provide an incentive:** E.g. 10% off your next purchase. Many customers will leave a review for a monetary incentive. This also provides another reason to become a returning customer.
- **Make it easy:** The easier the process of leaving a review, the more inclined people will be to leave one. Give customers simple but clear instructions on how to leave a review e.g. find us on Google Maps, scan a QR code to be taken to a site.
- **Send a follow up email (with their prior consent) a few days after a purchase:** Ask people to review their purchase and experience.
- **Hand out leaflets:** Provide customers with leaflets when they purchase in the bag, when they get home they are more likely to read this now they have time.

REVIEW SITES

- **Facebook:** Reviews are free, only people with Facebook profiles. Users rate out of 5 stars and users can also recommend or not recommend.
- **Tripadvisor:** Listings are free, enhanced listings can be purchased for an extra fee.
- **Feefo:** Every plan is individual to the business, contact them for more information.
- **Test freaks:** Every plan is individual to the business, contact them for more information.
- **Trustpilot:** Listings are free, but you can upgrade to paid packages which include more features.
- **Google My Business:** Listings are free.
- **Amazon:** Authentic reviews are free, but Amazon do run an 'earlier reviews program' where reviews are paid.
- **Yelp:** Listings are free, but you can upgrade to 2 other plan options which require a fee, but include more features.
- **Which?:** £240 assessment cost, monthly memberships start at £60.