

# WHAT IS ONLINE REVIEW MANAGEMENT?

Lesson 1, Topic 1



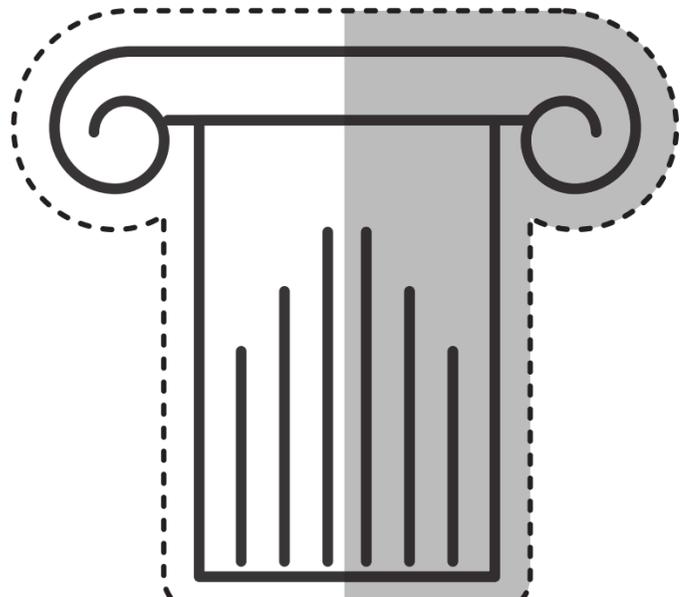
**ONLINE REVIEW MANAGEMENT IS DEFINED AS  
A SET OF STRATEGIES AND TACTICS THAT  
HELP YOU GROW, MONITOR, AND RESPOND TO  
YOUR BUSINESS'S ONLINE REVIEWS.**



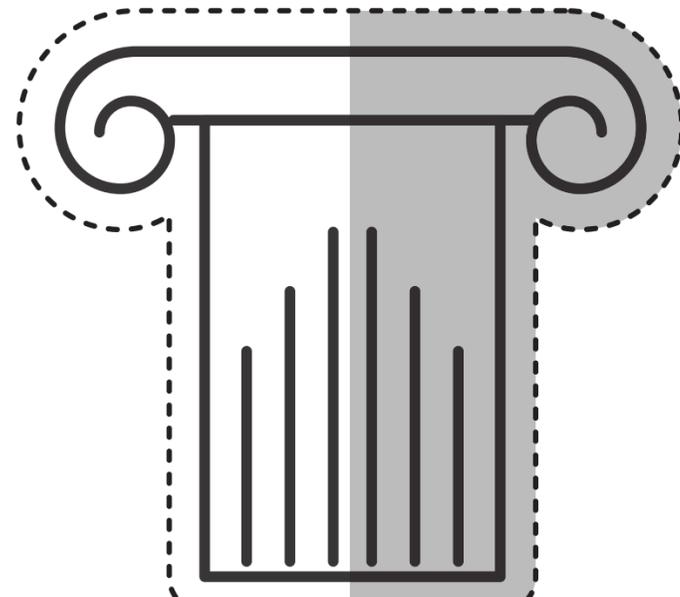
# THE FOUR PILLARS OF ONLINE REVIEW MANAGEMENT

Though you'll be learning a lot about the different aspects and processes that go into successful online review management strategies, you'll first need a solid foundation to work off of. So, get acquainted with the four pillars of online review management and what they mean for you.

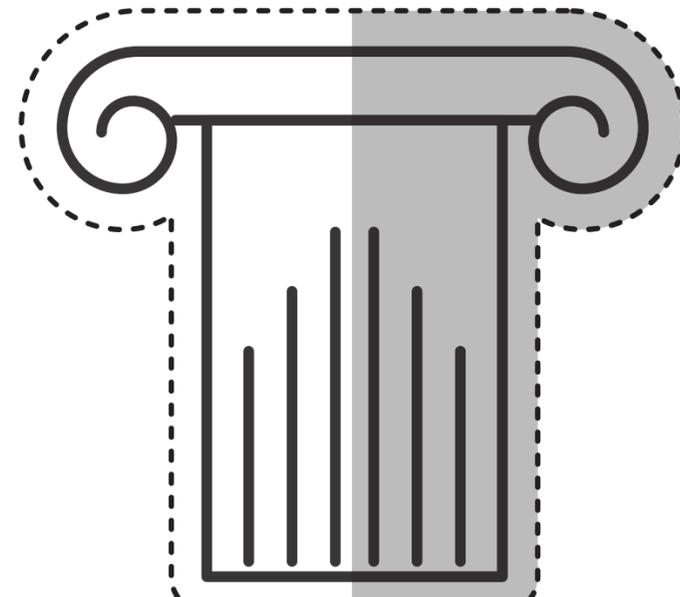
**INCREASE**



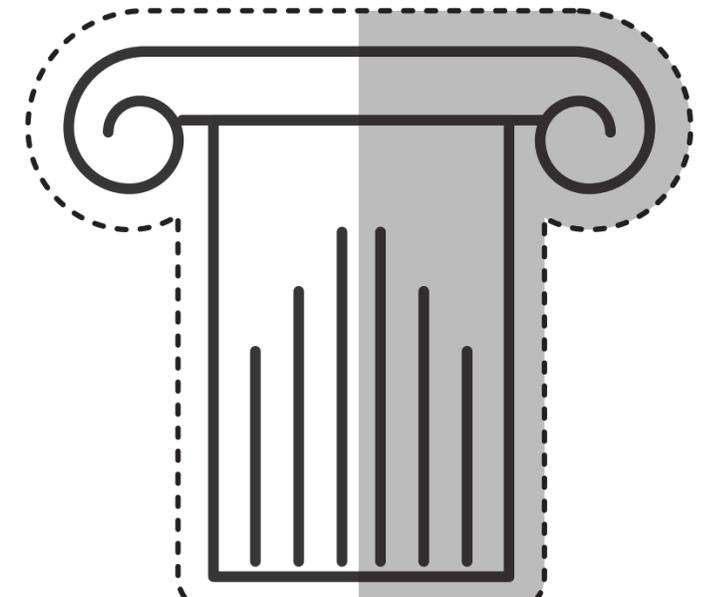
**MONITOR**



**PROMOTE**



**RESPOND**



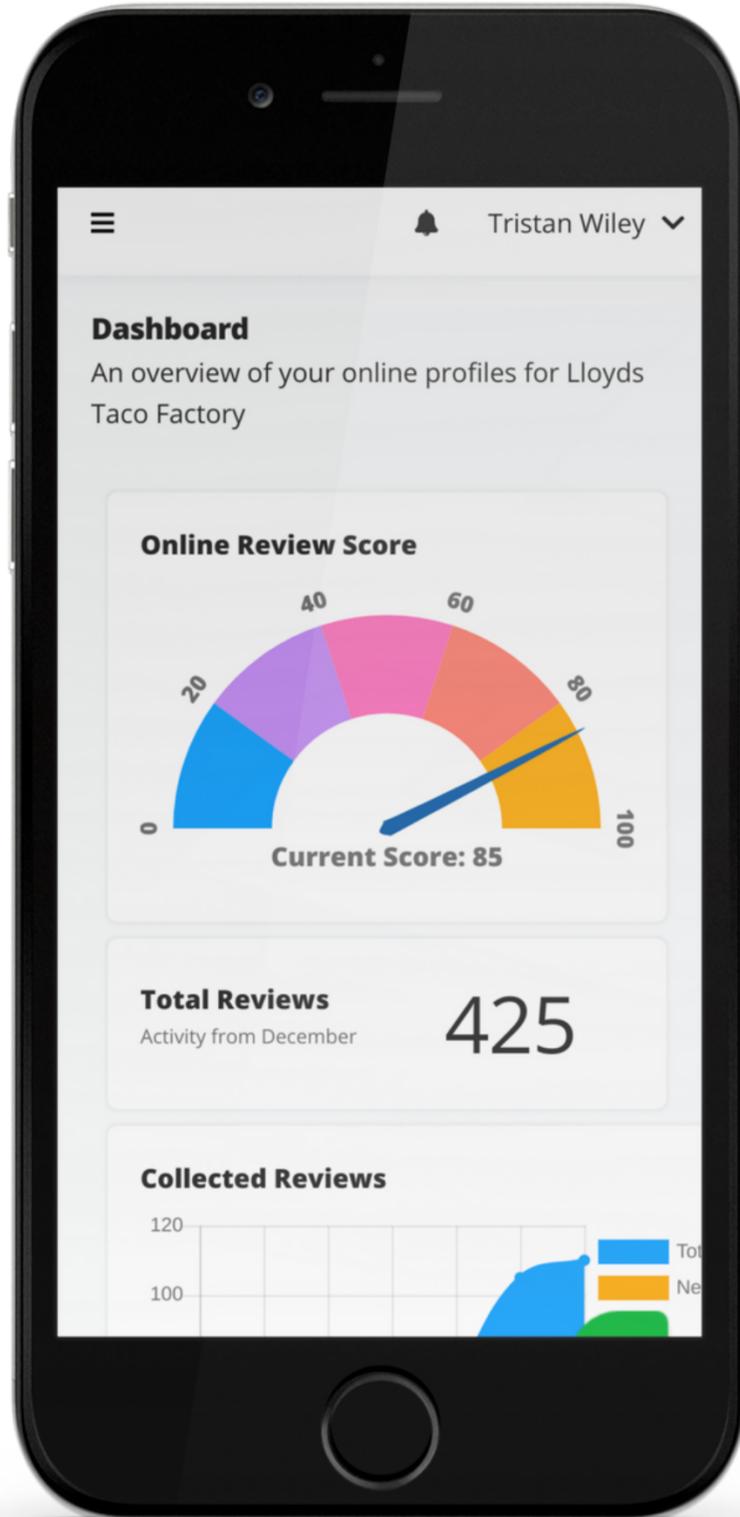


# INCREASE

The first pillar, and goal, of online review management is to **increase** how many reviews your business is receiving. Without any management at all, some businesses seem to get dozens of reviews. However, the majority of businesses must put in some work to increase and improve how their business is represented online through customer reviews.

Later in this course, you will learn about – and decide – what method will work best for you when it comes to getting more online reviews: cards, signage, asking in person, sending texts or emails, or using a tool. Alternatively, you can use a combination of these methods to reach your goals.





## MONITOR

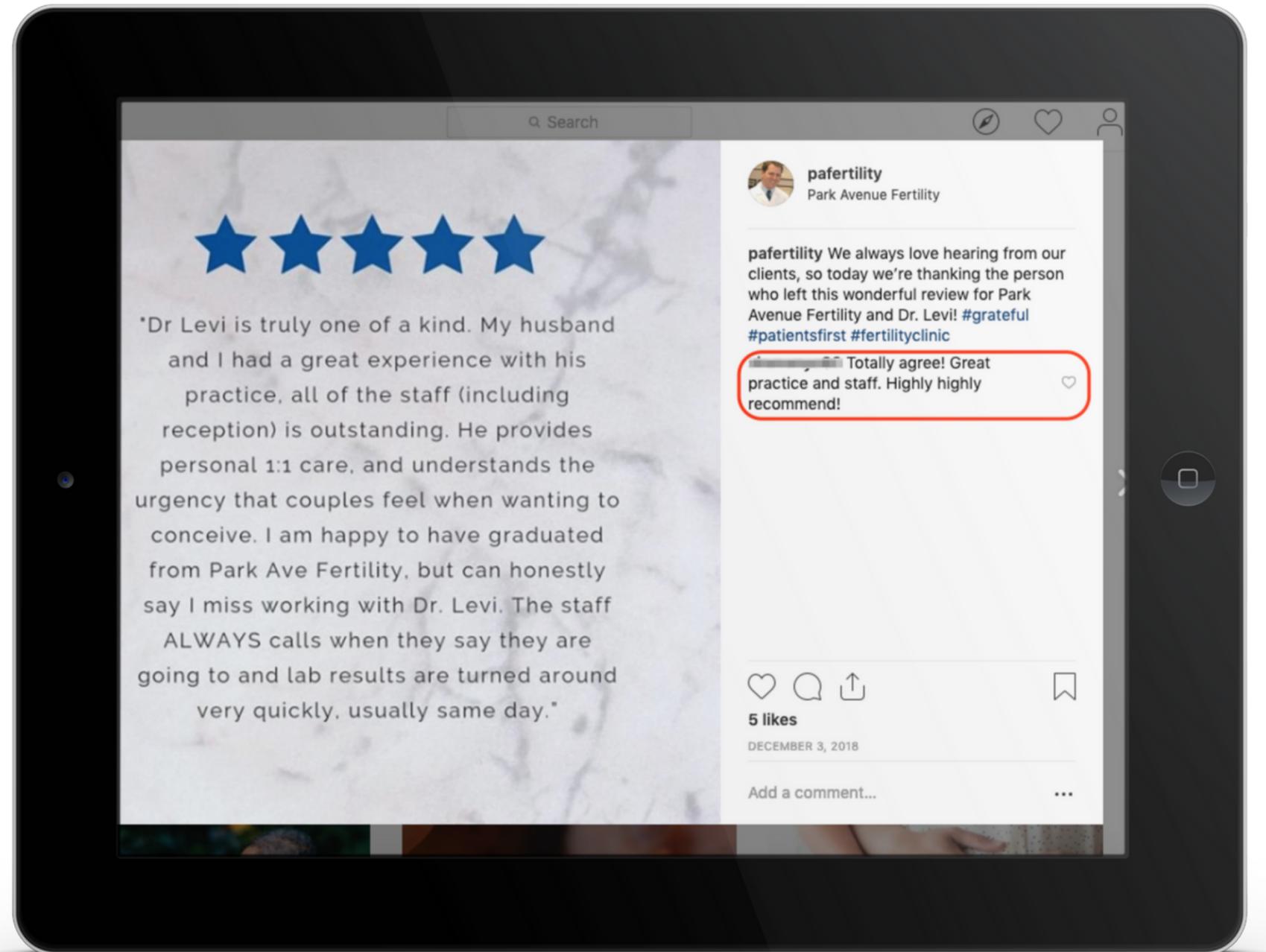
The second pillar of online review management is all about monitoring your online review profiles. Though many people may not see the benefit of reviewing your profiles, it is possible for information to become outdated or for an ignored negative review to dissuade people from doing business with you in the future.

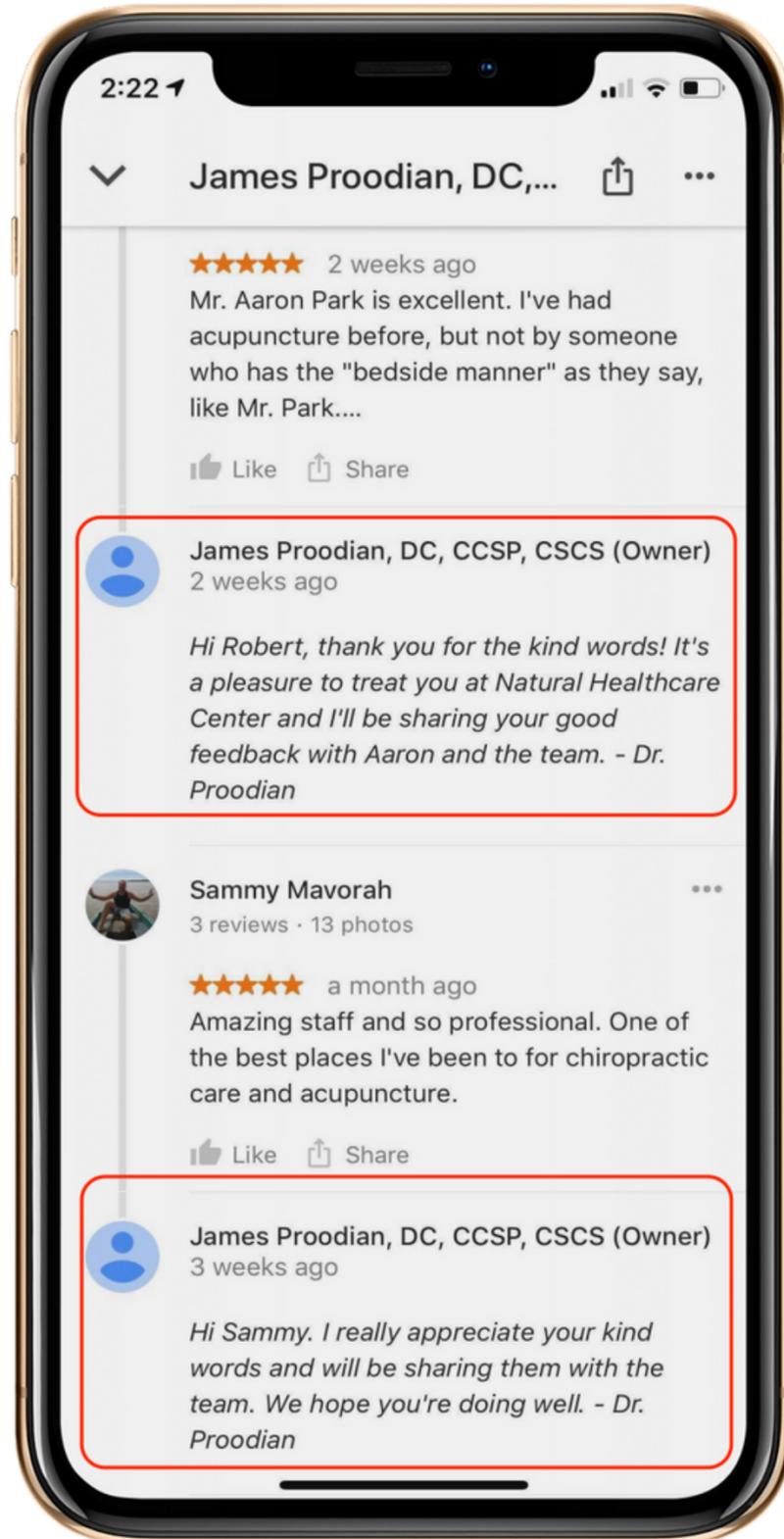
Make sure you set up a standard practice for reviewing your business's profiles frequently. For some, using an online review management tool can make this easy by alerting you to new and unresolved reviews, and allowing you to access everything from a centralized dashboard.

# PROMOTE

Once someone has left a review for your business, the work doesn't stop there. You now have a fantastic piece of collateral to use as a customer testimonial – because that's what online reviews are.

Go ahead and share that review on your social media platforms so that people can see how great your services are. This works well for businesses in almost any industry, including the medical space as you can see in the example to the right.





## RESPOND

One of the best ways to continue to develop your relationship with an existing customer once they've left you a review is to respond to them with a thank you message.

Similarly, a great way to improve your standing in the eyes of someone who is just looking at your business for the first time is to respond to your reviews!

Many people underestimate the power of a good first impression, which is exactly what a solid respond to a review can help you accomplish.

In fact, responding to a **negative** review can help you regain or maintain your reputation based on the way that you respond to their claims.

# TOPIC TAKEAWAYS

- There are many tasks that go into online review management, but they mainly focus on four pillars: increasing, monitoring, promoting, and responding.
- When increasing your reviews, you have several options that can help you gain more reviews – you'll have to decide which works best for you.
- Monitoring your reviews helps you maintain the correct information on your profiles as well as giving you an understanding of what people are saying about your business.
- Once you get a review, you can share it in various spaces to reinforce your brand's reliability.