

WHO SHOULD CARE ABOUT THEIR ONLINE REVIEWS?

Lesson 1, Topic 3





**WHETHER YOU RUN A
HOSPITALITY BUSINESS OR
IF YOU'RE A GYNECOLOGIST,
ONLINE REVIEWS ARE STILL
INFLUENCING YOUR
POTENTIAL CLIENTS'
DECISIONS.**



ONLINE REVIEWS ARE FOR EVERYONE

While some people may think their business is exempt from needing to pay attention to online reviews, this is simply untrue. Every business – from bakeries, bars, doctor's offices, funeral homes, retail stores, and plumbers – are going to be rated and reviewed by their customers.

All businesses will also be searched for online, whether directly or indirectly. This means that current reviews and all of your review profiles will be visible to potential clients, making it all the most important to properly manage your reviews.



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4.8 ★★★★★ (5) · Event manage...

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DIRECTIONS

Cashmere Agency

No reviews · Marketing agency

Los Angeles, CA

(323) 928-5080

Open now



WEBSITE



DIRECTIONS

Circle Marketing

4.9 ★★★★★ (11) · Marketing a...

Los Angeles, CA

(323) 639-3406

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DIRECTIONS

AMP Agency

4.0 ★★★★★ (7) · Marketing age...

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DIRECTIONS

Verbatim Marketing Agency

5.0 ★★★★★ (1) · Internet mark...

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DIRECTIONS

CONSIDER THIS:

To the left, you will see a list of marketing agencies in L.A that appear when "Marketing Agency Los Angeles" is entered in Google.

Imagine you were looking to launch the next big business and needed a marketing company to help you reach the stars. Google displays five companies that you can pick to contact, so it's time to do some work to find the most trustworthy agency to work with.

But, when you take a closer look, you see that the agency with the most reviews has a 4.9 rating from 11 reviewers, which fares a lot better than a 5.0 from 1 person.

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DIRECTIONS

WHO WOULD YOU WORK WITH?

You'll have to consider the weight of 11 people's opinion in comparison to what just one person says prior to making your decision.

Out of all the business's on this list, which one are you the most likely to contact? And which one are you likely to avoid?

Since online reviews are very influential consumer's in early-research, chances are that you'd contact Circle Marketing because they have best reputation of all the other business's.

Now ask yourself, which business would you rather be: the one with a high rating and many reviewers to back that up, or the business with one or no reviews at all?

ONLINE REVIEWS AND YOUR TEAM

Now that we've seen how online reviews, and a lack of reviews, can influence someone's decision, let's talk about who in your team should care about, and be involved with, online review management.

BUSINESS OWNERS AND C-LEVEL OFFICERS

When it comes to being invested in a business and wanting it to succeed, business owners and C-level officers are in deep.

So, it's only natural that they should be involved with online review management in some way. If they pick a point-person within their team to manage the business's online reviews, they are still involved with reviewing and taking note of what reviews are saying.

After all, there's value in online reviews helping you improve your customer experience and avoid problems down the road.





THE HEAD OF MARKETING

The head of marketing in your business should absolutely be involved with online review management.

Online reviews can complement and inform marketing campaigns, making them an integral point of data to take into account when implementing any new plans.

Furthermore, the head of marketing can best leverage online reviews to improve search rankings, company trustworthiness, and more.



MARKETING ASSOCIATES

Your marketing associates should stay involved with online review management because they fill such an important role: taking what's said in reviews and turning it into the copy and advertisements that will be used to get more customers.

User-generated content is especially popular, allowing your marketing associates to reference and use reviews with their other strategies to help the business grow.





YOUR CUSTOMERS!

Don't forget that your customers are a part of your team, too! They keep your business going, so make sure that getting their feedback is a top priority.

Not only can you use customer feedback, in the form of online reviews, as a way to improve your business, but you can also view it as another method to earn more customers in the long run. People trust online reviews because they are meant to be left by *real* customers, detailing their *real* experiences. Make sure you're supporting this outlet of information by consistently asking customers for a review.

So take care of your customers, ask them about their experience regularly, and really take their feedback to heart – you never know if their words will help distinguish you from a competitor.

TOPIC TAKEAWAYS

- Online reviews are important in every industry and to every business.
- Business's with no reviews, a low rating, or a high rating from one or two reviewers are at a disadvantage when potential customer's are reviewing them online.
- Your online review management strategy should have a point-person, however the rest of the company should still be involved and invested.
- The business owner, C-level officers, head of marketing, marketing associates, and your customers can all use online reviews to their advantage.