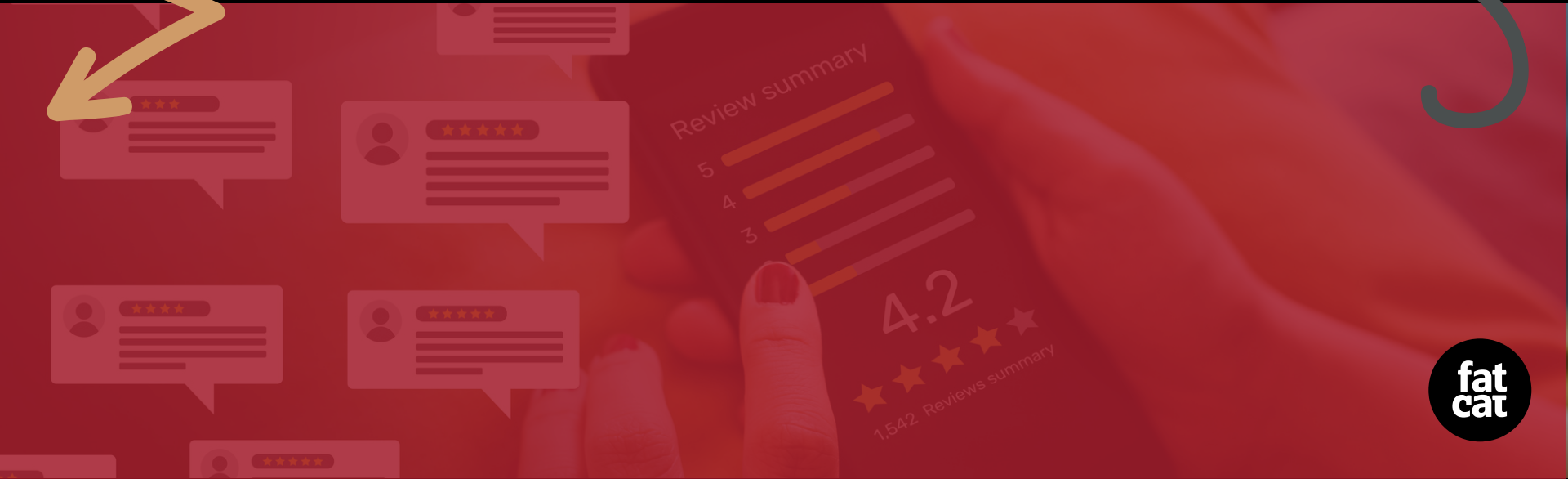


THE SECRET TO BOOSTING YOUR REVIEWS GAME



Huddle Up

Asking customers to leave you a review is scary, but, it's an essential step to help you grow your business. And it gets easier the more you do it.

Let us help you take the anxiety out of asking for reviews and show you the most successful tips and tricks we've seen work with our home improvement clients.



WHY YOU NEED REVIEWS

It's a simple fact: these days, consumers rely on online reviews to help them decide where to spend their money. No matter the size of the investment, a purchase usually doesn't come without some vetting on the behalf of the experience of others.

Prioritizing reviews can help you:

- **Gain visibility:** Online customer reviews contribute to your overall search engine optimization (SEO) strategy, which is favored by search algorithms like Google. This leads to more exposure and brand awareness.
- **Close more sales:** The more positive reviews you have, the better the chance that prospects will decide to choose you for their home improvement project. As consumers, we put trust in the words of strangers. The more trust you have, the more sales you'll make.
- **Improve your services:** Listening to constructive criticism is a key component of growth. Use feedback in customer reviews to help you improve your products and services so future customers have an even better experience.

WHEN AND HOW TO ASK FOR REVIEWS

There's only one reason you don't have as many customer reviews as you need: you're not asking for them.

Implementing a few simple tactics will make it easier for you to get comfortable asking for reviews and building trust with your brand.





WHAT TO ASK FOR

A 5-star rating. This is the easiest way to leave a review so it's a convenient ask. 5-star reviews are also the fastest way to increase your overall star rating and combat negative reviews.

A short description of their experience. The words beyond a review are as important as the star rating. Ask them to include the specific service that was done, your business name, and the location of the project, if possible.

Photos of the project. Text will help your reviews be seen, but pictures get the most visibility. When prospects can see the finished product, it's easier for them to make a decision.



WHERE TO ASK FOR REVIEWS

In person. Have your installers ask customers for a review when they're finishing up at the project site.

On the phone. Have a brand ambassador that follows up with customers after a project to request feedback and suggest leaving a review.

Via email. Send targeted email marketing messages to previous customers asking them to leave reviews and recommend you to their friends and family.

On your website. Set up a reviews page where previous customers can leave a review and prospects can read through them.

Via social media. Create posts asking customers for reviews or sent direct messages for a more personal touch.

On receipts and invoices. Include a short message on receipts and invoices asking for reviews and directing customers to the reviews page on your site.





MOTIVATING YOUR TEAM TO GET REVIEWS

Having your employees ask for reviews is one of the most effective ways to increase positive feedback about your company.

Here are the 3 best ways to motivate your team to make reviews a priority.

1. **Script it and incentivize it.** For each review your installer, sales rep, call center, or other staff member generates, consider a monetary reward (like \$25-50 per review). Some of the most successful review programs that we've seen involve installers explaining to homeowners that they'll receive a cash bonus for each positive review they generate.
2. **Track it.** Set a goal for how many reviews you want to get each month. We recommend aiming for reviews from half of the projects you complete monthly. Then, track your success and share it with your team.
3. **Celebrate it.** Take the time to share positive reviews you receive with your staff so they feel the appreciation for themselves. Then, share the reviews with your prospects by highlighting them on your website, social media accounts, emails, etc., and showcasing them on your marketing materials.



TOOLS TO HELP YOU GET MORE REVIEWS AND REACH A WIDER AUDIENCE

You have access to a number of online tools that can help you increase views and display them to a wider audience. We recommend looking more into the following sites if you want to generate more reviews:

- [Angi's](#)
- [BBB](#)
- [Bing Places](#)
- [Facebook](#)
- [GuildQuality](#)
- [Houzz](#)
- [Yelp](#)



Playbook Notes



Quick facts to remember about reviews and consumer behavior:

- **95%** of customers read online reviews before buying
- **81%** of consumers check Google reviews first
- **49%** of consumers trust online reviews as much as a personal recommendation
- **68%** don't trust a 5-star rating unless there are more reviews
- **60%** of consumers feel that the number of reviews a business has is important when deciding whether to use its services
- **62%** of consumers won't buy from brands that censor online reviews
- **54.7%** of consumers read at least 4 reviews before buying



About FatCat

We work with home improvement contractors just like you who are eager to take your business to the next level. We know you need a steady stream of leads, but relying on word of mouth is unpredictable and the pay-per-lead treadmill stops working as soon as you stop paying.

You don't have to be a marketing expert to create your own source of exclusive leads. We take the pressure off by listening to your needs and creating your customized digital marketing game plan, so you can crush your lead goals. If you're ready to win the lead gen game and grow your business, all you need to do is schedule a strategy call with FatCat today.

Our Services:

- Web Design
- SEO
- PPC Management
- Social Media Management
- Email Marketing
- Direct Mail Campaigns
- Print Design



Visit our website for more free resources at fatcatstrategies.com

Schedule A Call

