Review Responses: Up to 10

Fully Managed Solution

Fully managed, written and published responses for **up to 10** of your client's reviews. The perfect option for budget-conscious businesses who receive few reviews per month.

Reputation Management and ***Task Manager*** are required products to fulfill this service.

What to Expect Next:

Order Form

When you purchase the Review Responses: Up to 10 service, our Marketing Strategists will receive the ***Order Form***, and will reach out to your client within 2 business days via email to schedule the onboard call as necessary. We will reach out 4x via email and 4x via phone call.

Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client to gather any information missing from the onboard form, including:

- Access to any review sites your client currently has claimed
- A confirmed contact at the business where we can direct negative reviewers to
- A contact at the business who can approve drafted negative review responses (when requested)

Post Onboard

As long as we were able to gain access to your client's review sites during the Onboard call, we will begin to respond to reviews within 2 business days of them being pulled into our software.

Important: Please note that our team will not be able to draft review responses for reviews left on sites that we do not have access to.

Gaining Access to Review Sites

Facebook: The Facebook Business page will receive a request to add 'Digital Marketing Services' as a page Admin. Accepting this request is important as we need this level of access in order to post review responses.

Google: The business has two options for providing us access to their Google My Business listing.

- **Preferred method:** They can log in themselves and add our Google management account as a co-owner of their listing. They will not lose access but this will allow us access without needing their login credentials. Once added, the co-owner will appear as your company name or Marketing Services, not Vendasta.
- **Secondary method:** The business can provide us with the login credentials they used to claim their listing, we will log in and connect the account this way. **If the business has two-factor authentication on their account we will be required to contact them every time we need to update or reconnect their listing.**

Yelp: Along with the username and password, it is required that the Yelp profile is complete with a human profile photo in order to post review responses.

Please note: Our Marketing Strategists will help to claim the review sites that are relevant to the business, as needed.

Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will personalize the response based on the the content of the review, including the addressing the reviewer by name, using the business name in the response, and inviting them back to enjoy a similarly positive experience. Our responses are never canned!

Positive review responses are published within 2 business days of being pulled into our system.

Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will also personalize the response to the content of the review. We will apologize for the experience without mentioning the business name for SEO purposes, while also attempting to paint the business in a positive light in a sentence or two. Finally, we'll invite the poster to resolve the issue online to ensure they feel valued and respected.

Negative review responses are drafted within 2 business days of being pulled into our system. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response.
The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.

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Client Expectations:

- Provide a contact at the business who will approve negative review responses.
- Provide a phone number/email address for negative review responses.
- Provide login access to review sites and/or work with Marketing Services to claim sources.
- If these requirements are not included in the order form, we will need to complete an Onboarding Call to gather necessary information.

What is the time frame to make any suggestions or edits to the suggested negative review response?

We will provide 1 business day to make any edits or suggestions to the response. If we do not hear from the client within this time frame, we will post the response on their behalf. If they provide edits after that 1 business day, they are welcome to personally make the edits.

What if my client receives more than 10 reviews per month?

We'll be monitoring your client's account on a consistent basis to make sure you're getting the right product for their needs. If their business consistently receives more than 10 reviews on a monthly basis, we may recommend that you upgrade to our Review Responses Unlimited product.

What kind of content will you include in my review responses?

Positive review responses will be personalized and tailored to the review content. Negative review responses will be apologetic, frame the business in a positive note, and invite the reviewer to take the conversation offline.

Does Review Management cover review responses in another language?

No, Review Responses: Up to 10 only covers reviews in English.

Can't I just delete my client's negative reviews?

Unfortunately, we cannot simply remove a review from the internet. Every reviewer is entitled to their voice. What we can do is flag a review that violates that site's terms and conditions. If that particular listing site agrees with our request, they will remove the review. We would still advise responding to the review in the meantime. This way other potential customers (who may not know the reviewer is misinformed) will not assume the review is accurate.

Yelp, in particular, has an algorithm that chooses which reviews are recommended. We are unable to impact Yelp's software algorithm.

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Do you monitor comments after a review response is posted?

We respond to your client's reviews, but we do not monitor those conversations any further after responding. We also will no respond to threads, edited/updated reviews, Facebook comments, or Google Q&A.

There are listing sites that have reviews for my client but the client does not have access to these sites.

To ensure we can respond to reviews on this source, our team will manually claim and verify the listing source. To complete this process there may be additional steps required by the client and we will advise them when their assistance is required.

Will you respond to my client's existing review backlog?

Review Responses: Up to 10 only covers reviews posted after the product was ordered.

How do I get more reviews on my client's listing sites?

Consider having us run a review generation campaign. Our platform can be used to solicit reviews from customers by simply uploading a list of customer names and emails. You can ask for feedback and direct them to leave this feedback on popular sites like Facebook and Google. We ran a campaign for one of our clients with approximately 100 email contacts. As a result, it generated 2-3 positive reviews in less than two hours and increased their average star rating from 2.1 to 3.1.

Can my client still personally respond to their reviews?

Absolutely. If your client sees a review that they want to specifically address, they are more than welcome to post their own response. If our team sees that they have already responded to a review, we will mark this task as completed in our system.

Will you be reviewing mentions of my client's business online?

The Reputation Management platform will screen mentions of your client's business on Twitter, non-review sites, news articles, blogs, and more. We can help you understand how you can screen those mentions within the Reputation Management platform, but we won't be manually alerting you to them.

Why is it so important to respond to both positive and negative reviews?

By responding to online reviews, your client is thanking and acknowledging their customers for their feedback, just as they would if they were to compliment the business in person. A response to a negative review is for the benefit of anyone seeing that review, not just the reviewer. It shows the business is aware of any issues their customers may be experiencing and that they are actively working to resolve these issues.

Review Requests: Add-on

Fully Managed Solution

A complete setup of Customer Voice along with a walk-through of how to submit CSV customer lists on a weekly or monthly basis to the Marketing Services team. We will upload these customer lists to Customer Voice and send Review Request emails to each customer.

Customer Voice and ***Task Manager*** are both required products to fulfill this service.

What to Expect Next:

Order Form

When you purchase Review Requests, our Account Coordinators will receive the ***Order Form***, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out three times via email and three times via phone call.

Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client to gather additional information needed to complete the Review Requests service.

- The Onboard call will take approximately 15 - 30 minutes to complete.
- The Account Coordinator will adjust the default email template according to the businesses requirements, including changing the color scheme, uploading a logo, confirm the reminder frequency, and selecting the review sources
- The review sources will be determined during this call. Three sources can be selected - typically Google and Facebook are the top two choices, the third is usually a source relevant to your client's vertical.

CSV File Format

On a weekly, monthly, or bi-monthly basis (the business's choice) the business can submit a list of customers to Marketing Services

- **CSV File:** In either Microsoft Excel or Google Sheets the business should create a list of customers. All we need for column headings is First Name, Last Name, and Email Address. They can send this to us via email.
- The Marketing Strategist will convert the file to CSV and upload to Customer Voice and ensure that the templated email is sent to all recipients.
- First Names, Last Name, and Email must all be separate columns and there must be no special characters otherwise the CSV upload will not work.
- **Note:** Customer Voice only allows bulk uploads of 500 customers at a time, all lists must be 500 or less. If the list is over 500, we will send it back to the business to have them break it down into smaller lists.

Recommendations

It's strongly recommended that the business sends us customers in smaller lists - around 200 at a time. We want to ensure that the business is receiving reviews consistently over time, rather than receiving a huge amount all at once.

Please note for email lists we can only upload **500** emails at one time. For SMS, we can upload up to 500 at a time, but Customer Voice only allows **150 SMS** messages to be sent per day.

Follow up

After the Onboard call, the Account Coordinator will follow up with an email outlining the call, if anything else is required from the business, and instructions for the business on how to create the CSV file (including a template) to submit on a weekly or monthly basis. You, the partner, will always be included in these emails.

On a monthly or bi-monthly basis, our Reputation Specialists can reach out to the business with a reminder email. This email includes a brief overview of the service and an attached template for the business to fill out with their customer information.

As always, we are here to answer any questions via phone call or email to support the businesses service purchase.

SMS Addon

Marketing Services can send SMS requests for the business if the SMS add-on has been activated and the CSV file contains the customer's phone number.
Note: Please ensure the SMS and email recipients are sent in separate lists (or separate tabs on the same spreadsheet to ensure we are sending the correct format.
The template (SMS content) is similar to the email template, but can be altered if needed.
Restrictions: Only 150 SMS requests can be sent per day—lists exceeding this number will be broken out and sent over multiple days.

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Required Products:

- Customer Voice
- Task Manager

Can my client send in customer contact information as it comes in?

To keep costs minimal, review requests will only be sent out to customers once a week with each new list your client provides.

Will Marketing Services monitor Customer Voice after requests have been submitted?

No, Marketing will not follow up with any customers that have received requests from Customer Voice

Will Customer Voice filter out customers that have previously been sent requests?

No, customer lists are submitted as they are received, unless information is missing that could prevent successful review requests. Customer Voice will keep a list of submitted customers for reference, but it will not filter out customers when sending requests.