

# Review Responses Unlimited

## Fully Managed Solution

Fully managed, written, and published responses for all of your reviews, along with notifications anytime your business is mentioned online in a negative way.

### What to Expect Next:



#### Order Form

When you purchase the Review Responses service, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. Please complete the fulfillment form prior to this call. *We will reach out four times via email and four times via phone call.*



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you to gather additional information needed, including:

- Login access to any review sites you currently have claimed
- A contact at the business where we can direct negative reviewers to
- A contact at the business who can approve drafted negative review responses



#### Post Onboard

As long as we were able to gain access to your review sites during the onboard call, we will begin to respond to reviews within 2 business day of you being pulled into our software.

- User visibility:
  - Google: responses will show from the owner.
  - Yelp: responses will show the picture and name associated with the account.
  - Facebook: responses will show the business name as responding.

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

- **Preferred method:** You can log in yourselves and add our Google management account as a co-owner of your listing. You will not lose access but this will allow us access without needing your login credentials.
- **Secondary method:** The business can provide us with the login credentials you used to claim your 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 you every time we need to update or reconnect the listing.**

**Yelp:** Along with the username and password, it is required that the Yelp profile is complete with a user photo (has to be of a person) in order to post review responses.

**Please note:** Our Marketing Strategists will help to claim the review sites that are relevant to the business, such as Facebook, Yelp, and Google Business Profile.



#### Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will follow these guidelines:

- Positive responses should be personalized to the content of the review. Our responses are never canned!
- We address the reviewer by name if possible
- Thank them for leaving a great review
- Use the business name in the response (For SEO)
- Invite them back / assure them that their next visit will be just as pleasant

Positive Review responses are published within 2 business days of our system pulling them in.



#### Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will follow these guidelines:

- Negative reviews should also be personalized to the content of the review. Our responses are never canned!
- Apologize for the experience
- Do not use the business name in the response (For SEO)
- Write a sentence or two painting the business in a positive light, and
- Invite the poster to resolve the issue offline. **e.g: Please kindly call Joe at (306) 555-5555, so we can address your concerns directly, as your business is valued. Thank you.**

Negative Review responses are drafted within 2 business days of our system pulling them in. 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.

# Review Responses Unlimited

## Fully Managed Solution FAQs

### Client Expectations:

- Complete the fulfillment form and provide all necessary information
- Complete an Initial Onboarding Call with our Marketing Strategists
- 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.

### 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 business within this time frame, we will post the response on your behalf. If you provide edits after that 1 business day, you will have to make those edits yourself.

### Does Review Management cover review responses in another language?

Yes, Marketing Services will also cover review responses in French.

### Can't I just delete my 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.

### Do you monitor comments after a review response is posted?

We respond to your reviews, but we do not monitor those conversations any further after responding.

### There are listing sites that have reviews for me but the I do not have access to these sites.

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

### Will you respond to my existing review backlog?

Review Management only covers reviews posted after an accounts initial start date.

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

By responding to online reviews you are thanking and acknowledging your customers for their feedback, just as you would if they were to compliment your 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.

### Marketing Services will not respond to:

Threads, edited reviews, Facebook Comments, Google Q&A