



# The Importance of Online Customer Reviews

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MARKETING

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Your customers may often tell you in person or by email that they love your products and services, but then what? Do they tell their friends and family? What about their neighbours? How can you help them spread the word about their positive experience with your business? You may want to encourage them to post a review online.

When it comes to reviews, “No news is good news” does not apply. According to a 2017 survey by BrightLocal, 93% of consumers seek out online reviews to determine if a business is good or bad. If your business is not present on review platforms, you may be deterring these potential customers from using your product or service.

“90% of customers say that what they decide to buy is influenced by positive online reviews, and 94% will use a business with at least four stars. If you run a small business, the very best thing you can do to attract more customers is to maintain a high star-rating on the most popular review sites.” – Cory Capoccia, Forbes Technology Council





# Online Review Sites

## Yelp

- Yelp is the most popular review site for local businesses.
- You can put a Yelp badge on your website, which displays how many people have reviewed your business.
- Add a Yelp link in your email signature, contact forms, and newsletter for maximum exposure.

## Facebook

- Facebook has the highest number of active users of any social media platform.
- You can reply to reviews on a personal level.
- It is easy to turn off the ratings system if you need to.

## Google My Business

- Google My Business is free and ranks very highly in search results.
- Reviews populate across other Google products, like Maps and Search, giving you maximum exposure.
- If you don't monitor your business on Google, the public (including your competitors) can make changes to your information.

# Respond to Reviews

You may be hesitant to open your business to public review because it welcomes not only positive reviews, but also negative reviews. But if you receive a negative review, you can address it before it permanently affects your overall rating. Customers that leave negative reviews and have their concerns later addressed by the business often delete their review or replace it with a positive one.

Here are some tips we follow when responding to reviews:

- Inquire in private, through the platform's direct messaging feature (if it has one) or by email.
- Once the matter is fixed in private, reply to the review to inform the public of how you addressed the issue.
- Engage with clients who leave positive reviews to show that you value their experiences with your business.
- If you determine that a review is false, report it to the review platform so that it can be removed.





# Encourage Reviews

We hope that we have helped shed some light on the importance of online reviews. If you are looking to improve your rating or to open your business to online public comments, here are some ways you can get started:

- Create accounts on multiple review platforms.
- Place links on your website to these review platforms.
- Offer small incentives to customers to submit reviews.
- Post on social media that you are seeking customer feedback.
- Regularly monitor and respond to all reviews.

But most importantly, ask for reviews! Customers will be more willing to provide a review of your product or service if you ask them directly, rather than if you wait for them to post one.

# Who We Are

CreativeWorks Marketing is an award-winning agency that excels in strategic marketing to help businesses understand what makes them unique and how to truly achieve their marketing goals.

For almost 20 years we have been providing a full suite of marketing services, including strategy and planning, market research, branding, content creation, social media, web design, video production, and campaign deployment and management for a variety of small and medium-sized businesses.

We integrate these tactics to develop cohesive marketing campaigns that align with sales and revenue goals. After all, marketing campaigns should have defined outcomes and measurable results.

We offer access to an in-house team of designers, writers, videographers,

and marketing strategists that act as an extension of your current staff. For companies without a marketing department, we work with you and act as your internal marketing department.

If you have a marketing department, our team is skilled at working with internal teams, often taking care of tasks that they do not have the time or expertise to handle.

At CreativeWorks, we have a proven track record of delivering services and leading strategies that maximize impact, reach, and effectiveness for any business.

Are you seeing the results you expect from your marketing efforts? If not, it might be time for a change. Let's talk!

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