

SHARE THE GOOD NEWS:

Getting the Most out of your Company Reviews



Company reviews are amazing resources that are sometimes left untapped. By leveraging reviews to further grow and expand your business, you are also maximizing the potential of your business relationships.

We've provided some quick ideas for leveraging your positive reviews.

✓ SHARE REVIEWS WITH STAFF

- › Add a few positive reviews to your staff meeting agendas
- › Print physical copies of positive reviews; post them around the office
- › Add reviews to your company's internal newsletters

✓ TURN POSITIVE REVIEWS INTO SOMETHING MORE

- › Build a co-branded case study with the client
- › Create a customer spotlight blog post around their experience
- › Ask reviewers to participate in a video testimonial

✓ PEPPER REVIEWS THROUGHOUT YOUR SITE

- › Post on your testimonial page
- › Include on request a quote or contact form pages to improve conversions
- › Incorporate into related product or service pages
- › Add to a careers or application page to help define the culture for potential employees

✓ BE GRATEFUL

- › Show appreciation to those who leave you positive reviews
- › Always respond to positive feedback on social media sites
- › Send out small tokens of your appreciation to those who have taken the time to review your site