

my@rtoolkit

*How to get great reviews for your
consultancy*



How to get great reviews for your consultancy



Hannah Wheater
Social Media and Digital Marketing Executive

Today's agenda

- The importance of reviews for growing businesses
- Different types of reviews
- The different platforms to use to get reviews
- The best tactics and approaches to get reviews



Poll

Q: How often do you read reviews before purchasing a product or service?

Q: Would a positive or negative review change your decision to purchase a product of service?

A 2021 Statista report found:

- **94%** of customers are more likely to purchase a product or service that has a positive review.
- **79%** of customers trust online reviews just as much as they trust personal recommendations from their friends and family.



The importance of reviews

- A form of social proof that helps create credibility and trust.
- Builds a positive brand reputation.
- Streamlines customer decision making.
- Helps to increase your brand awareness with search engine optimisation (SEO).
- Helps businesses change, adapt and improve in response to honest feedback.





1. Word of mouth

2. Online Reviews

3. Images

Different types of reviews

Different platforms to get reviews

- Google My Business
- Trustpilot
- Social media
- Depending on your business, consider:
Amazon, TripAdvisor, Glassdoor, Which
- **Tip:** choose 1 or 2 places to direct people.



Google My Business



glassdoor



Tripadvisor

amazon



Google My Business

- Improves the visibility of your website and your reviews section.
- The more reviews you have here, the more organically promoted you will be.
- Increases your local SEO.
- **Tip:** you need a Gmail email address to leave a Google review.



hr consultant sheffield

All Images Maps News Videos More Settings Tools

About 4,150,000 results (0.92 seconds)

Rating Hours

⚠ Hours or services may differ

Topaz HR Services Ltd
No reviews · Human resource consulting
+44 114 331 0066 [WEBSITE](#)

Sereniti
5.0 ★★★★★ (3) · Human resource consulting
The Quadrant, Parkway Ave
Closed · Opens 9AM Tue · +44 114 213 8530 [WEBSITE](#) [DIRECTIONS](#)

★★★★★
[View all Google reviews](#)

How to set up a Google My Business account

- Search for Google My Business or go to www.google.business.com
- Fill out all details. This will include a business address.
- Once you have created an account and registered an address, Google will send a postcard with a verification code on it to your address and you will be able to verify your business account information.
- **Tip:** fill out as much information as possible. Google My Business can take up to 60 days to re-update some key information.



Create your Google Account

Continue to Google My Business

First name Last name

Your email address

You'll need to confirm that this email belongs to you.

[Create a new Gmail address instead](#)

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

Show password

[Sign in instead](#)

Next



One account. All of Google working for you.

Trustpilot

- A very trusted site by customers.
- Used mainly for B2B relationships.
- Used as a default for many consumers.
- Helps customers find the highest rated businesses in a certain category.
- Easy to use search feature to find specific companies.
- Great for businesses that have no location.



Top-rated companies

Showing 1-20 of 167 results based on current filters. Ordered by TrustScore¹



Sell Your Problem Car

★★★★★ 1338 reviews · TrustScore 5

Car dealer

ST JOHNS WAY · PE380QQ DOWNHAM MARKET



Grashion Automotive Solutions

★★★★★ 596 reviews · TrustScore 5

Car dealer

Unit 1, Barley Court, Doncaster Rd, Kirk Sandall, Doncaster, S Yo...



Redrose Cars

★★★★★ 508 reviews · TrustScore 5

Car dealer

Unit 7 Habergham Mill, Coal Clough Lane · BB11 5BS Burnley

How to set up a Trustpilot account

- Search 'create company Trustpilot account' or visit uk.business.trustpilot.com
- Fill in the relevant details and verify your account.
- **Tip:** verify your account with an email address that has the same domain as your website.



Don't miss out!
Create a free account.

I would also like a free personal demo of Trustpilot's paid plans.

Social media

- A great way of receiving organic feedback for your product/service.
- Make posts about your previous reviews on social media.
- You can also use these posts to nudge more people to leave you reviews.
- Ask for customers to take pictures and share them on their newsfeed!



“It does what it says on the tin. Easy to use, clear and the staff love it!”

- Alex Bielecki

The best tactics and approaches to get reviews



Choose your timing

Consider your customer's journey:

- After receiving the product or service.
- After a customer organically provides you with feedback.
- Ask existing customers that you have a great relationship with.
- Know who to ask and who not to...
Negative reviews can't be taken down.



What to say when asking for a review

- Be honest
- Be polite
- Be clear
- Direct them to one place!
- Be appreciative



How to incentivise people

- Provide customer competitions.
- Incentivise employees.
- Keep reminding people!
- Customer referral schemes.



Tips

- The goal isn't always to get a perfect score!
- Think outside the box. It doesn't have to be a review on your product.
- Reply to all your reviews. Including the bad ones!





Questions?



my@toolkit

Next webinar:

**Networking in the new
normal: virtual networking
and event tips**



Stewart Leahy
Managing Director of Yorkshire
Powerhouse