

# How to Respond to Positive Reviews



## Reviews



Addressing positive reviews lets your client's customers know that they care about more than just putting out reputation fires, but also that they genuinely appreciate their business and experience. A review response is the perfect time to highlight the good qualities of the business, and to spread the good word. The following tips will take you through how to respond to positive reviews as a local business.

### 1. Give thanks

The number one thing any business should do when they respond to positive reviews is thank the customer

*"Thanks for the great review, Tonia! A lot of love and hard work goes into our scones, so we're glad you and your taste buds enjoyed the experience."*

### 2. Mention business name and keywords

You want positive reviews to be seen by consumers searching your business. Repeating the business name and relevant keywords in your response will improve the search ranking, and get the positive word seen by other potential customers.

### 3. Sprinkle in some marketing

Make the most of a positive review by throwing in a dash of marketing. You can mention a new feature, promotion or even just some of the work that went into their great experience.

### 4. Invite the customer to take action

End your response by inviting your customer to take action with their review. Suggesting a return visit for more great experiences, or asking them to share the review shows that you're engaged in their satisfaction and care about their business.

### 5. Share the review

The last step in your response process is spreading the positive word. A positive review is free marketing material, so make the most of it by responding publicly and sharing it on other social media platforms.

### EXTRA!!!

- ★ Get personal
- ★ Be polite and professional
- ★ Respond in a timely manner
- ★ Commend specific staff
- ★ Encourage more reviews

