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In 2020, More Customers TRUST Online Reviews To Make Purchase Decisions - Are They Finding Your Biz?

- 72% of customers won't take any buying actions until they've read reviews (Testimonial Engine)
- 95% of customers read reviews before making a purchase (Spiegel (2020))
- 93% of customers will read reviews of local businesses to determine its quality (BrightLocal)
- When a product gets five reviews, the likelihood of it being purchased increases by 270% (Spiegel)
- For every increase that a business gets on Yelp, they see a 5-9% increase in revenue (Harvard Business Review)



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Let's Start With A Quick Poll:

What Percentage of Small Businesses Have A Process for Capturing, Commenting AND ASKING for Reviews Daily?

Choose One Of The Following:

- A) Less than 20%
- B) 20%-45%
- C) 46% – 65%
- D) More than 65%



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Get Your Customers To Write Reviews About Their Interaction With Your Floral Business That Will Reach Their Friends And Family - AND the Internet!

- 87% of Small Businesses Don't Ask For Reviews - What About Your Business?
- 84% Of Consumers Want Reviews No More Than SIX Months Old



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6 Steps To Getting MORE Reviews For Your Floral Business



7

Set Up Profiles on Multiple Review Sites - Decide Which Ones Are Best For Your Business



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Ask Your Customers - Make It A Habit To Ask For Reviews After EVERY Purchase

- Your Customers Understand How Important Reviews Are (They Are LOOKING At Reviews Every Day!)
- Your Job Is To Provide An Excellent Service And Then Ask For A Review



If Your Customers Ask How To Help Your Business - Tell Them To Write A Review.

- The Next Time A Customer Compliments You Via Email, Phone, Or In Person, Mention That You'd Appreciate If They Left The Same Feedback In An Online Review On Facebook, Google, Trustpilot, Yelp, Or The Review Site Of Their Choice.



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Make It Easy to Leave Reviews

Convenience Matters for Customers To Leave Reviews

- Put Direct Links To Your Review Profiles In Every Marketing Tool - including Email Signature
- Send A Follow-up Email Or Text AFTER Purchase With Direct Links to Review Sites
- Add Links To Reviews In ANY Marketing Communications You Send:
 - Newsletter, Website, Social Media and IN YOUR SHOP AND On Your Delivery Vehicles!
- Use Review Site Tools On Your Website Or Print Out For Your Store To Prompt Reviews





Ask Immediately - Customers Are More Likely To Give You Feedback Right Away

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Ask OFTEN For Reviews - And In Numerous Ways

Ask my customers in person	75%
Email my customers	45%
Ask over social media	23%
Call my customers	20%
Post a request on my website	18%
Work with a vendor that helps me get reviews	10%
Mail my customers	8%



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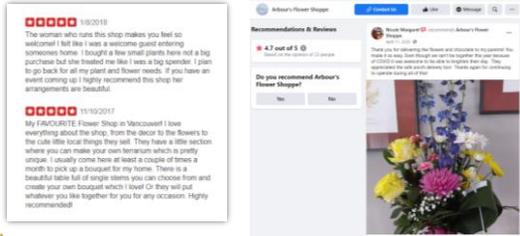
Thank your Reviewers Directly On the Site Where They Left The Review

- Thank Each Person Who Reviews Your Product Or Service
- Pro Tip: Surprise A Top Reviewer By Sending Them A Discount Code Or Freebie After They've Posted A Review
- This Simple Act Will Turn A Satisfied Customer Into An Incredibly Loyal Evangelist.



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Regularly Share Reviews Across All Platforms: Google, Social Media News Feed Posts, Website



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Train EMPLOYEES To Solicit Reviews From Every Customer (Whether Giving OR Receiving Flowers)

- Make Sure That All Employees Understand The Importance Of Soliciting Reviews From EVERY Customer
- Getting Reviews Matters - Show Your Staff How Deep Your Commitment To Getting Reviews Is By Creating An Incentive Program
 - Make It a Fun Part Of The Sales Process – And Provide Compensation (That They Would Like) When They Get Reviews From Their Customers
 - Use It As An Added Incentive To Help Employees Remember To Ask For A Review



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Work Daily To Get More Positive Reviews - Tips For Managing The Process Every Day

1. **Pay Attention to the Reviews You Already Have.**
It may sound obvious, but you can't generate good reviews (at least not legally) unless you have happy customers to write them. No amount of asking for user reviews or soliciting feedback will help compensate for a bad first impression.
2. **Let People Know Where to Review You.**
Not good reviews – just reviews, and not until the end of the transaction. You don't want to be pushy, so be sure to ask after you've delivered your product or service.
3. **Respond Quickly to Bad Reviews.**
Resist the urge to defend your company, product or employee, an approach that almost always makes things worse. Drive the conversation offline.
4. **Make Reviews as Easy as Possible.**
Provide a "Give Feedback" button or an area with links where users can leave a review.



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