

How to Capture and Promote Customer Reviews



After learning how to identify an effective testimonial or review worthy of promotion, it is important to understand the best way to leverage these testimonials. The Beaverton Area Chamber of Commerce helps members do this on a weekly basis as a membership benefit. Read [“How to Utilize Testimonials”](#) for full information regarding how the Chamber records video testimonials each week at [Coffee Connection](#), uploads them on various online sites for maximum community exposure, and what you should do when your business receives a great re-

view at Coffee Connection.

Certainly there are many times great recognition from a client or customer is communicated outside of Coffee Connection; how can small businesses be proactive to ensure these are captured promoted, and in what way?

It is no new adage that businesses websites and online presence has become the primary influence on a customer or client's first impression. After all, according to [Retailing Today](#), 81 percent of people research products or services online before going to the business' physical location, which makes a business website an ideal location for reviews. Other than word-of-mouth referrals from a friend, there is arguably no better way to attract customers or clients than through testimonials found on the entity's website or online review sites like Yelp.

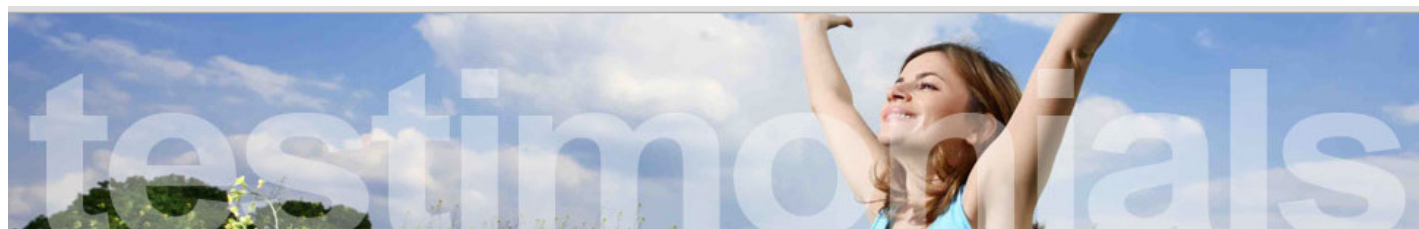
Satisfied and happy clients will often send a letter or email thanking your business for a fantastic job. Examine the review to determine whether it contains the necessary elements effective reviews have in common (recall [white paper three](#) for elements of effective reviews), then go beyond sharing the testimonial with your staff, and share it online to significantly enhance the amount of exposure the review will receive. Ask the author of the email or letter permission to use their review in this promotional capacity. This is also the time to ask for permission to slightly edit or add more specific detail

to the review content if you believe there is potential for the testimonial to sound vague or confusing to readers. There is a distinct and fine line between making beneficial edits, and taking away from the original authenticity of the review. Authenticity and the speaker's voice must always be preserved; remain conscious of this. Once the review is ready to be published, determine the most strategic placement on the website. The testimonials should be highlighted on a page that receives the majority of traffic or better yet, on all pages in a noticeable, though inconspicuous space. Take a look at the [Karam Lebanese Deli and Catering website](#) for an example of great placement in the sidebar that appears on each page of the small business website.

Regardless of whether you choose to post testimonials or reviews on the business website, a quick and simple way to promote these snippets of positive feedback is through social media. If the client or customer is at your business, take a photo of them with the product or a relevant pose, and along with their review content, post it on Facebook, Twitter, Instagram, and other platforms. Not only will this reach the business' audience, the customer providing the testimonial is likely to share the image and review with their friends as well. If sharing a complimentary photo is not an option, the content of the review alone is still very worthy of promotion. Adding the review to a company newsletter is another way to share great customer feedback to a greater audience.

The idiom "it never hurts to ask" comes to mind if reviews and testimonials are not readily or often communicated. Do not hesitate to ask clients to submit a review or testimonial if they have communicated customer satisfaction. Often all it takes is a friendly email or verbal inquiry, asking for a brief comment or a link to a Yelp page, etc. where the client can record their experience and impression of the business.

The key is to keep the process simple for customers so that there is no deterrence from participating. Whatever the process be, it is important to be timely and easy to follow. Offering a small incentive to write a review also can motivate clients.



Testimonials

Here are some of the great things that a few of our good customers have had to say about our services:

With pleasure, we would like to recommend Baseline Landscapes for all of your landscape needs.

We purchased a new home with a 23 foot deep backyard that needed complete landscaping. We obtained several estimates from reputable landscape contractors, and Baseline Landscapes LLC came in as the most economical, and with the most landscaping for the money.

We had a natural, water feature installed with 4 small waterfalls, as well as a curved, raised flowerbed, complete with seating, along the entire front edge. The water feature was done with natural, native

OUR CONTACT INFO:

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Send us a request for a Free Estimate, using our [Estimates](#) page.

OUR LOCATION
