



Online Reviews Aren't Enough

(and What You Can Do About It!)

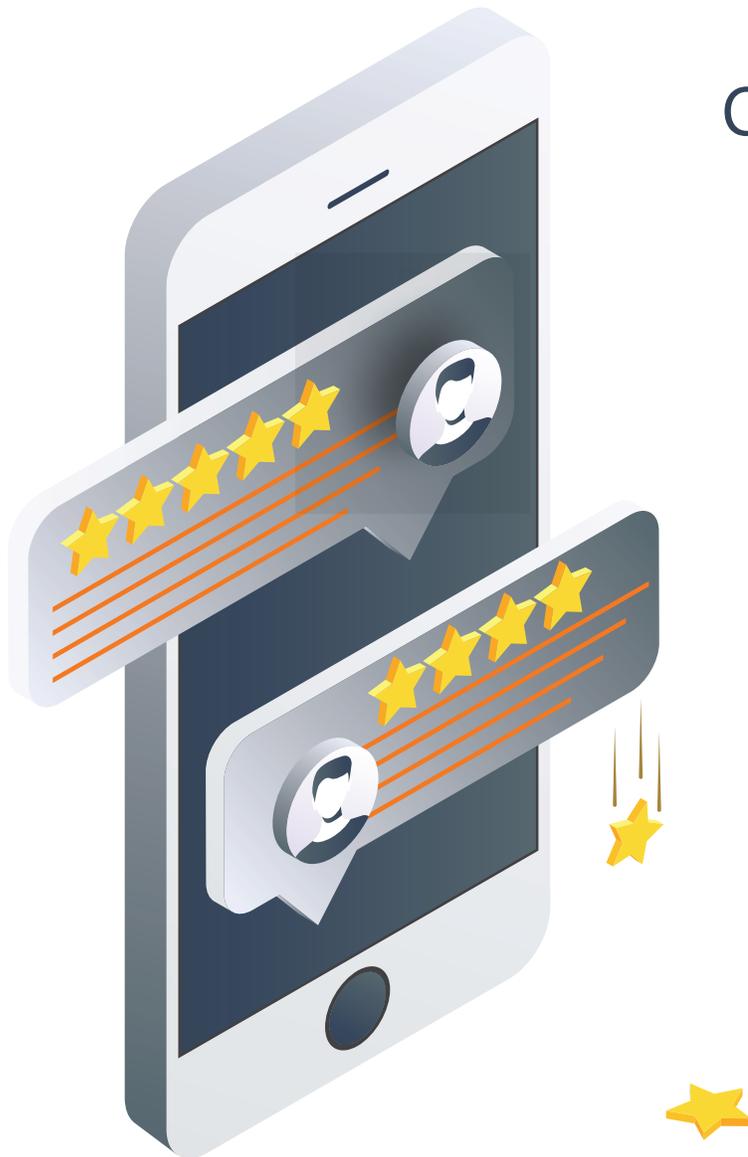


CustomerLobby

www.customerlobby.com

There's No Denying It...

Customer reviews are extremely valuable. **85% of consumers** trust online reviews as much as personal recommendations.



Customer Reviews:

Show Credibility

Reviews legitimize your business, and show why you're great. Having little or no reviews can indicate that you're less experienced.

Get New Customers

Nowadays, when someone needs a service, they turn to Google. And 56% of people will click on a company's Google listing solely because it has positive reviews, even if it's lower on the search list.

But, if you're only focused on what people are saying about you online,

you're missing a huge revenue opportunity!

Your business needs more than good reviews.



Where Reviews Fall Short

When you focus your attention on reviews, you're trusting that your customers will seek you out again. That's a big gamble.

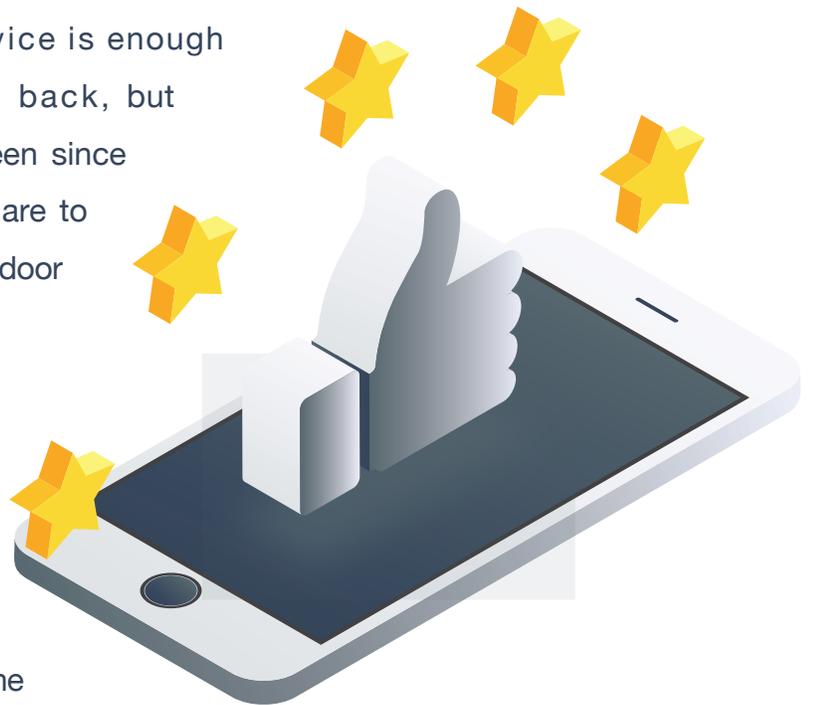
Here are a few things reviews ***can't do*** for you:

Keep Customers Loyal

You may think that excellent service is enough to keep your customers coming back, but that's not the case. The longer it's been since they've seen you, the less likely they are to remember you. And you're leaving the door open for your competition.

Reinforce Your Brand

Once a customer has what they need, they have no reason to go back online and read more reviews. So how will they find out about all the other services you offer?



Announce Anniversaries and Sales

If it's your business's anniversary, or if you're running a special offer, online reviews aren't going to communicate this to your customers.

The good news: You can do a few simple things ***in addition*** to generating reviews to drive business.



How To Drive More Business

Build a lasting impression in your customer's mind, so that when they need a service you provide, they'll think of you first.

Stay In Touch with Your Existing Customers

Reach out to your customers frequently with personalized messages. Postcards are a great option because people will see them at a much higher rate than email.



Thank Your Customers

A personalized thank you card after a transaction can reinforce the great experience your new customers had with you.

Use Multiple Channels

Don't just choose one method for staying in touch with customers, choose two or more. For example, you can send a postcard, and then follow up a few days later with an email. Repeat exposures to your brand within a short period of time is key.

Ready for more repeat business?

Customer Lobby can drive more revenue for your business **AND** get you more online reviews.

Learn more and get a demo at: go.customerlobby.com/request-a-demo

