

Marketing Tips: Five Ways to Get Open and Honest Online Reviews



Today, online reviews are being featured more prominently than ever before – especially on Google.

Meant to reflect the honest opinions of actual customers, they're an opportunity to show who you are and how you work.

Of course, they build trust and credibility. But, they also inform and encourage decisions.

To make sure your business is building its bank of online reviews, it's important to take a proactive approach.

Here's how you (and anyone in your agency) can encourage customers to comment:

- **Ask for a review after each experience.** Encourage policyholders to offer their feedback on a product they've purchased or a service you've provided.
- **Ask at the right point.** Be strategic. Don't ask for a review the day after a major flood or fire. Ask when they're safely settled, and their life goes back to normal.
- **Ask with humanity.** While writing a review only takes a few minutes, it's time that someone is devoting to you. Be warm with your request.
- **Ask without strings attached.** You don't need to compensate a reviewer. In fact, you shouldn't. Offering a reward in advance may be considered a bribe for positive testimonials, and you only want authentic ones.
- **React to their review.** After the fact, make sure you're addressing their concerns and thanking them for their comments.

Questions about online reviews (or their importance)? Get answers. Start a conversation with us at marketing@fmins.com.