

Autoresponder #6 - How To Incentivize Your Customer

Hello,

in our last e-mail we talked about the ethics behind asking your clients or customers for an honest review. It is incredibly important that the reviews that your clients and customers leave are honest, heartfelt and true. Besides potential law violations, it is just good business to hear realistic feedback and to share that with others.

In this e-mail we are going to talk about how to properly incentivize your customers and clients so that they leave reviews on a regular basis. Stale reviews, or reviews that were placed a long time ago but don't have any current versions of a review, lead potential customers to believe that your business either no longer exists, or only used to be good. It is important to keep a consistent flow of reviews coming in on a regular basis.

As a business owner, the most important thing to you is your bottom-line. Finding a way to build your online reputation without breaking the bank is going to be key.

We suggest offering incentives that aren't necessarily monetary base. For example, while many businesses will offer their clients a discount on future services or products in exchange for a review, perhaps you could put together a social event in which the invitation cost a review. You could then turn around and use this social event full of people who have reviewed your business or service to promote your services or products further.

It is key that in your incentivizing, you come up with creative and unique ways to do so. Most clients and customers simply won't go out of their way to leave your review and less they have an incentive that matters to them. Don't be afraid to ask your customers or clients what that incentive might be.

For more information on how to completely rehaul your online reputation, contact us at_____.

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