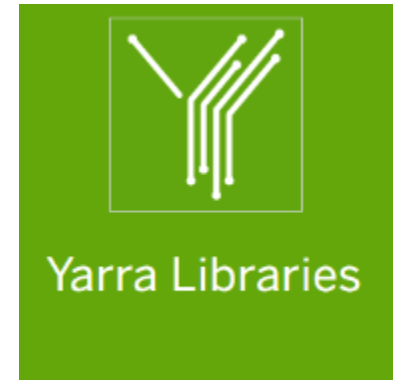


WORD OF MOUTH TO WORLD OF MOUTH



With Sue Ellson

sueellson @ sueellson.com

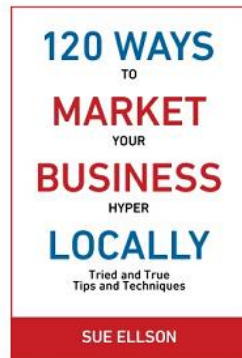
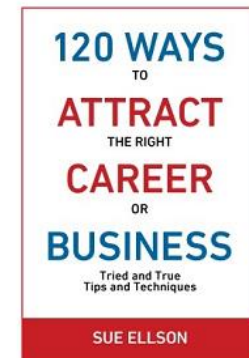
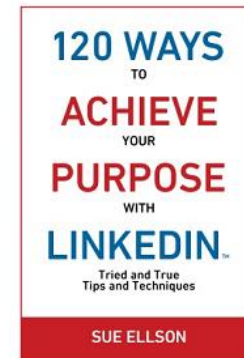
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5 December 2017

DEVELOPING AN ONLINE REVIEWS STRATEGY FOR YOUR BUSINESS

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting - careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management (now Institute of Management and Leaders)
- 2003 Joined LinkedIn now 11,000 Connections, 1,000 profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant and Member of Melbourne Press Club
- 2010 Started GlobalMobilityNetwork.com
- 2012 Started CamberwellNetwork.com
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of Career Development Association of Australia
- 2015 Member of Australian Society of Authors
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 Wrote and published three books –
 - 120 Ways To Achieve Your Purpose With LinkedIn*
 - 120 Ways To Attract The Right Career Or Business*
 - 120 Ways To Market Your Business Hyper Locally*
- 2017 Teaching at Monash Training and Professional Development



Sue Ellson – Voluntary Work

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphetville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2016 Volunteer Foster Carer RSPCA Victoria
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)



2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network



Tonight

- Are you anxious about getting bad reviews on Google or any other review website?
- Have you worked out how you can use online reviews to build your brand and your business?
- Do you have a strategy for asking your clients and customers for an online review (even one where they don't need to login)?
- Do you have a plan of action for when you receive a bad review?
- How do you manage the risk associated with online reviews?

Introductions

- What are you marketing that can be reviewed online?
- What strategies have you tried so far that have worked?
- What challenges have you faced?

Online Reviews – Word of Mouth – World of Mouth

<https://www.youtube.com/watch?v=PWa8-43kE-Q>

2017 Social Media

<http://sensis.com.au/asset/PDFdirectory/Sensis-Social-Media-Report-2017.pdf>

Released 22 June 2017

“Most readers (61%) are still likely to look at between one and five reviews before deciding about products or services they are considering to purchase.” p 45

“If a business responds to a negative review, an increasing number of people believe this will have a positive influence on their opinion of the business, up from 19% to 27% this year.” p 49

<https://moz.com/blog/local-search-ranking-factors-survey-results-2017>

“Industry experts consider reviews to be one of the top 5 Google ranking factors, probably because Google realizes these are seriously significant to consumers.”

Online Reviews – Word of Mouth – World of Mouth

<https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>

General information on reviews and complaints

START with offering good products and services that can attract good reviews (but you will still need to prompt reviews – remember that Review sites check reviews and you cannot buy reviews or reproduce reviews – classified as duplicate content)

Up to 85% of business is done by referral – but people will check reviews

The conversion rate on business by referral is as high as 95% – much better than other marketing

Make sure that all Comments and Posts are also set to “Approved” only
(YouTube, Facebook etc)

This concept is closely aligned with Reputation Management and Brand Management

Is it time for change with your enterprise?

Where do you start?

Make sure you have a good website that works

Make sure you have a consistent presence on social media

Make sure you offer great products and/or services

Publishing Online Reviews

1. Add testimonials, feedback and reviews to your own website

WP Customer Reviews by Go Web Solutions

<https://wordpress.org/plugins/wp-customer-reviews/>
for WordPress websites

Seek written permission if using identifying information (video testimonials can be very powerful). Consider interviewing clients.

Examples:

Person

<https://sueellson.com/reviews>

Business

<https://camberwellnetwork.com/reviews>

Inviting Online Reviews

2. Create profiles on widely used platforms (turn on Notifications)

Google Business Brand Account – Create and Verify

<https://www.google.com/business>

Facebook Page – Create Page and Turn on Reviews

<https://www.facebook.com/pages>

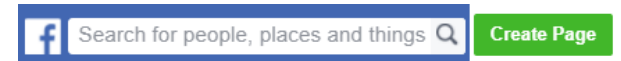
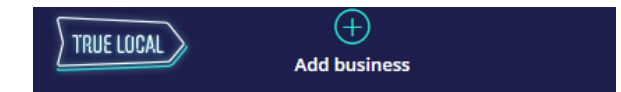
https://www.facebook.com/yourpagename/settings/?tab=settings§ion=review_ability&view

True Local – Claim or Create Business Listing

<https://www.truelocal.com.au/add-business>

Yelp – Claim or Create Business Listing

<https://biz.yelp.com.au>

The image shows the Google My Business logo, which consists of the word "Google" in its multi-colored font followed by "My Business" in a dark grey font. To the left of the text is a hamburger menu icon (three horizontal lines).The image shows a Facebook search bar with the text "Search for people, places and things" and a magnifying glass icon. To the right of the search bar is a green button with the text "Create Page" in white. To the left of the search bar is the Facebook logo (a white 'f' on a blue square).The image shows a dark blue button with the "TRUE LOCAL" logo on the left, which is a white arrow pointing right with the words "TRUE LOCAL" inside. To the right of the logo is a white plus sign in a circle, and below that is the text "Add business" in white.The image shows a red button with the "yelp" logo on the left, which is the word "yelp" in white with a red star icon. To the right of the logo is the text "for Business Owners" in white.

Attracting More Reviews

3. Create profiles on industry specific platforms or high profile directory listings to increase your online presence (turn on Notifications)

Industry Niche

i.e. <https://www.zomato.com> <https://www.ratemds.com>

Professional Association

i.e. <http://www.psychology.org.au/FindaPsychologist>

Good Quality Commercial Portal

i.e. <https://www.naturaltherapypages.com.au/advertise>

Gig Website Directories

i.e. <https://www.serviceseeking.com.au/list-your-business>

Specific Reviews Websites for Word of Mouth Referrals

i.e. https://www.wordofmouth.com.au/users/new_with_business

<http://www.nielsen.com/content/dam/niensglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>

The Top 4 Most Trusted Forms of Advertising in North America:

- (1) Recommendations from people I know – 82%;
- (2) Branded websites – 61%
- (3) Editorial content, such as newspaper articles – 63%
- (4) Consumer opinions posted online – 66%

Notifications and Responses

4. Make sure your Notifications are turned on for all platforms and Respond appropriately

You can also turn on Google Alerts
<https://www.google.com/alerts>

Responses need to be:

- polite and timely (try to respond to all reviews within 24 hours)
- thank the person for their feedback
- explain what is okay to explain publicly
- apologise for any inconvenience
- invite to contact directly for further assistance
- be consistent (perhaps a regular sign-off to build your brand mentions)

If you feel angry when you read a review, remember to pause and wait until you have cooled off before responding.

When you re-read the feedback, you may find some useful information.

Fix Issues and Make Improvements

5. Look for the positives and take notice of the issues raised

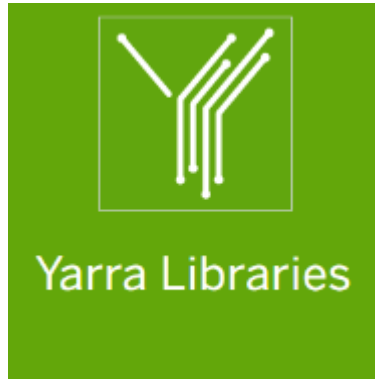
Perhaps you need to:

- update your systems and processes
- address an issue with staff
- provide a refund even if you are in the right (avoid uncomfortable escalations or court costs)
- improve your customer experience in the future
- increase your number of reviews to mitigate damage
- provide a personalised apology (or perhaps a do not engage)
- report a concern (troll) to the platform
- request reviews on a regular basis (build your brand) but also add good quality content and build your digital footprint (asset) on reputable websites related to your target audience
- ensure clients can add reviews without logging in, being anonymous as well as being identifiable
- manage your risk in a different way or wear the risk if necessary

In every bad situation, there is an opportunity for learning and growth – find out how you can use the situation to improve your offerings...

Case Studies

- removing an inappropriate Google Review (swearing)
<https://support.google.com/business/answer/4596773>
- replying to an inaccurate review (response)
- how not to respond to reviews (car seat covers Preston)
- Google search results reviews (books / author)
- not creating a presence (medical professional)
- professions (dentist, psychologist privacy)
- your stories...



Please complete the evaluation and come back to the Richmond Library very soon – more great resources here!

Write an informative
Google or other review
<https://sueellson.com/reviews>

Special bonus – pick your digital book!

Time to win

- Clearly write your name and email address
 - Tear off end
 - Enter prize draw
1. Receive these slides
 2. Receive top 20 tips all three books plus Section 12.2 Reviews
 3. Receive invitation to connect on LinkedIn
 4. Win a paperback copy of ‘120 Ways To Market Your Business Hyper Locally’

