

Making Online Review Responses Profitable

Responding to online reviews isn't just customer communication; it's high-visibility marketing.

An easy way for people to learn how your painting business treats its customers is by reading your responses to customer reviews.

Here's how to help your review responses make you look great.

We all need people who will give us feedback. That's how we improve.

Bill Gates



Say Thanks

Whether the review is positive or negative, thank the reviewer for giving your business a chance, and for taking the time to let you know about their experience.



Discuss The Customer's Experience

Talk about the things the customer says they experienced in their review. This makes the review more personal, and tells people looking at your reviews that you care enough to craft a personal response to your reviewers.



Reference The Service You Provided

Make sure to mention the specific services you provided for the customer. It makes the review more personal. More importantly it also helps you show up when people search for that specific service on Google.



Offer a Conversation

Ask happy customers to contact you anytime they need more painting completed. Ask unhappy customers to contact you to talk more about their issues. This shows potential customers that you value your relationships and your reputation.



Include Your First Name

If you or one of your employees is responding to your business's online reviews, include the first name of the responder. This demonstrates that the responding employee is taking some responsibility for both the customer's experience and the response.



<http://www.ProPainterWebsites.com>



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