



IT'S ALL ABOUT THE ASK



SOCIAL MEDIA TIPS

By Theresa Mintzer

People buy from businesses that they know, like, and trust. One way to increase your trust factor is through reviews and recommendations. Customers can recommend your business to others and leave comments about it.

If you don't have a review tab on your Facebook Page, go to Settings then Templates and Tabs. You want to turn on reviews so that they will show up. Now that you have confirmed that your review tab is visible, it's time to ask for some reviews. Google Business Profile Manager has a shareable link you can send to customers. Under your profile on LinkedIn, you can ask for a recommendation.

Don't be afraid to be direct about asking for reviews. When you send a follow-up

email to a customer, include a link to your Facebook review page and ask for a recommendation. The easier you make it, the more likely someone will leave you a review. How many times have you been in a business where they have handed you a receipt with the survey?

When customers tells you how much they loved your product or service, you can respond by asking them to recommend you on Facebook. Not everyone will and that's OK. However, there is a good chance that they had not thought about it. Turn that review into a social media post to spread the word.

Reviews can really benefit your business. It would be amazing if every satisfied customer sent you a glowing review after they interacted with your business. That is not always going to happen so don't forget to ask.

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