

# 12 STRATEGIES TO ENCOURAGE GOOGLE REVIEWS FROM CUSTOMERS

Unlock the Power of Positive Online  
Reputation with Our Expert Strategies





# Purchase Follow-Up

Send a follow-up email a few days after every purchase and service, kindly requesting customers to share their experience with a Google review.

**Idea 01**

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## Idea 02

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If you utilize a marketing automation tool like HubSpot, which we hope you do, review your automations and integrate the review request message wherever it makes sense.



# Marketing Automation

## Idea 03



# Online Order Confirmation Page

Redirect customers to a confirmation page that includes a review link after a successful online purchase, asking them to rate their experience.

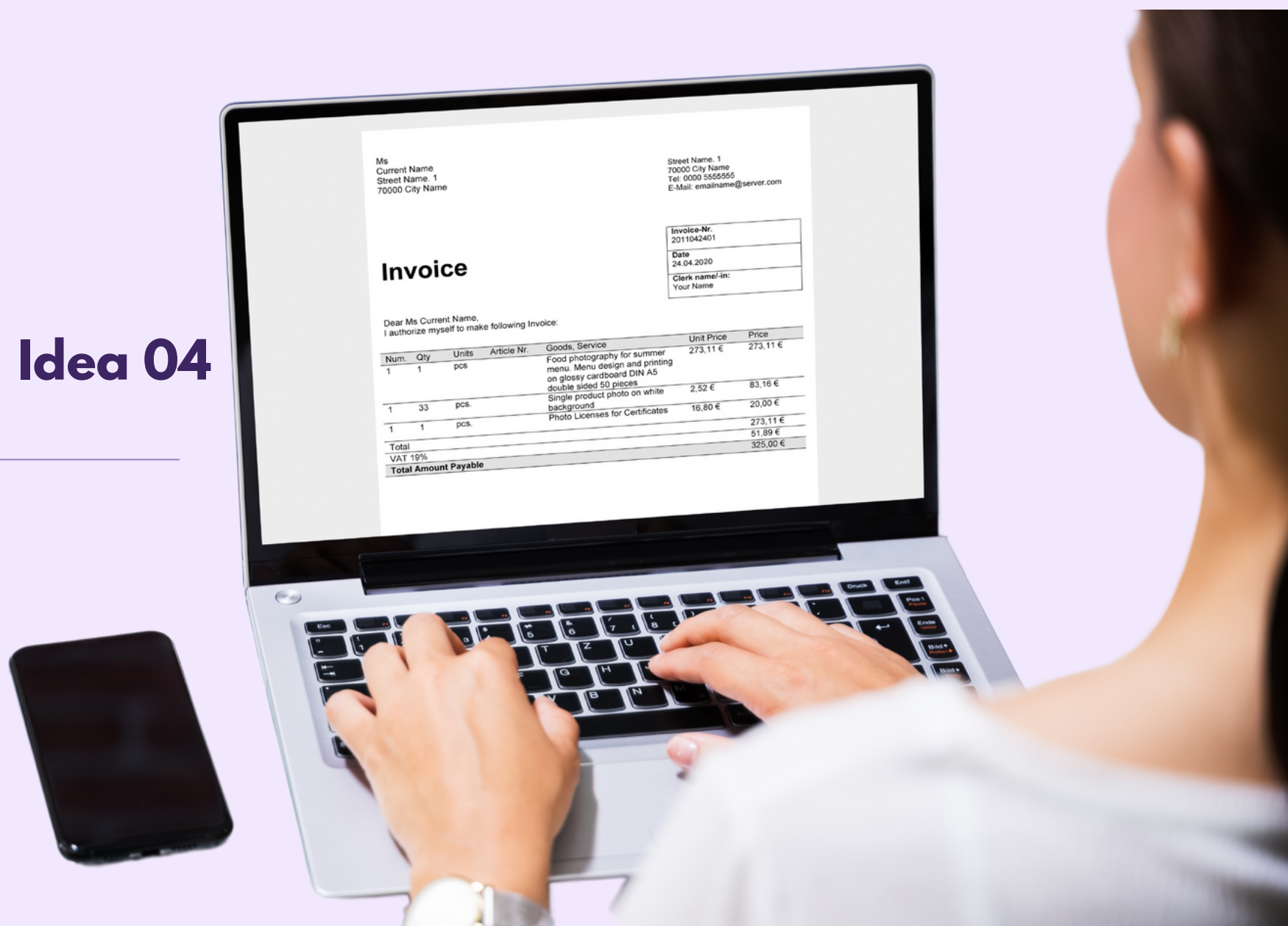




# Invoice Footer

Include a brief message and review link in the footer of your invoices, encouraging customers to share feedback on Google.

## Idea 04



Ms  
Current Name  
Street Name. 1  
70000 City Name

Street Name. 1  
70000 City Name  
Tel: 0000 5555555  
E-Mail: emailname@server.com

### Invoice

Invoice-Nr. 2011042401
Date 24.04.2020
Clerk name/-in: Your Name

Dear Ms Current Name,  
I authorize myself to make following Invoice:

Num.	Qty	Units	Article Nr.	Goods, Service	Unit Price	Price
1	1	pcs		Food photography for summer menu. Menu design and printing on glossy cardboard DIN A5 double sided 50 pieces	273,11 €	273,11 €
1	33	pcs.		Single product photo on white background	2,52 €	83,16 €
1	1	pcs.		Photo Licenses for Certificates	16,80 €	20,00 €
Total						273,11 €
VAT 19%						51,89 €
<b>Total Amount Payable</b>						<b>325,00 €</b>



## Idea 05

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Incorporate a review link in customer satisfaction surveys or feedback forms.

# Customer Surveys



## Idea 06



# QR Codes At Your Location

Most customers won't go through the hassle of opening their laptops and navigating to your website just to leave a review after making a purchase. To simplify the process, think about featuring QR codes prominently at your physical store's checkout counter or on receipts. This way, customers can effortlessly leave reviews by scanning the code with their smartphones right on the spot.



# Newsletter

Remind your loyal customers and newsletter subscribers about Google reviews.

**Idea 07**





## Idea 08

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Add a brief message and review link to your email signature, turning every email you send into an opportunity.



# Email Signature



# Loyalty Program

Reward loyal customers with points or discounts in exchange for Google reviews, and include the review link in your loyalty program communications.

**Idea 09**

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## Idea 10



# Website Pop-Up

Implement a website pop-up that appears after a customer spends some time on your site, inviting them to leave a review with one click.





## Idea 11

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Train your team members to ask for reviews during face-to-face interactions and provide them with a printed card containing a QR code linked to the review page.

# In-Person Interactions



## Idea 12

# Packaging Inserts

Consider adding a small card or flyer inside your product packaging that includes a message and a QR code for customers to leave reviews. To make it more engaging and unique, try coming up with a creative idea that encourages customers to take photos of it and tag your brand in their social media posts as a way of saying thank you.



# Additional ideas:

1. Simplify the review process. Cut it down to one step.
2. Display your positive Google reviews on your website to build trust and inspire other customers to leave their own positive reviews.
3. [Optimizing your Google My Business Profile](#) will make it easier for customers to find and review your business.
4. Integrate the Google review link in your website footer.
5. Partner with Industry Influencers. Ask them for a review or testimonial. Their endorsement can carry significant weight in your niche.
6. Encourage your customers to provide recommendations on your LinkedIn company page. These recommendations can showcase their positive experiences and professionalism.
7. Mobilize your own employees to advocate for positive reviews. Encourage them to share your request for reviews with their professional networks. If they use your products and services, they can contribute too.
8. Host webinars or workshops that provide valuable insights or training to your customers. Use these opportunities to request reviews from participants who found the content valuable.
9. Recognize, reward, and surprise your top customers with annual awards or certificates for their loyalty and contributions, including reviews.
10. If you have partnerships with other businesses, collaborate on cross-promotion strategies. Share each other's review requests with your respective customer bases.
11. Start by examining your database to identify customers who are more likely to leave positive reviews, and then automate the review request process for them.
12. Once you've gathered low-hanging fruit, turn your attention to more challenging cases. Analyze the feedback from dissatisfied customers or those who are hesitant to provide testimonials. This analysis can provide valuable insights to help you improve and expand your business.

**HAPPY WITH OUR RECOMMENDATIONS?**  
Please take a moment to [leave your review.](#)





**BOLD MOVE**  
MARKETING

# NEED OUR SUPPORT?

We're here to help you generate custom ideas for your business and implement them.

**BOOK A MEETING**

