



Generate Referrals with Online Reviews

By Alex Camelio

Overview:

1. Why are reviews important?
2. Where are people reviewing you?
3. How do I stay up to date on reviews?
4. What's most important in a review?
5. How do you get a review?
6. 6 Strategies for managing a bad review
7. Turning a Review Into a Referral
8. Creating an experience worth reviewing and referring!



Where and When Do Consumers Look?



- Look at reviews before buying or renting movies.
- Visit TripAdvisor when we plan vacations.
- Check out customer reviews on Amazon before buying books/other products.
- Look to Yelp for info.

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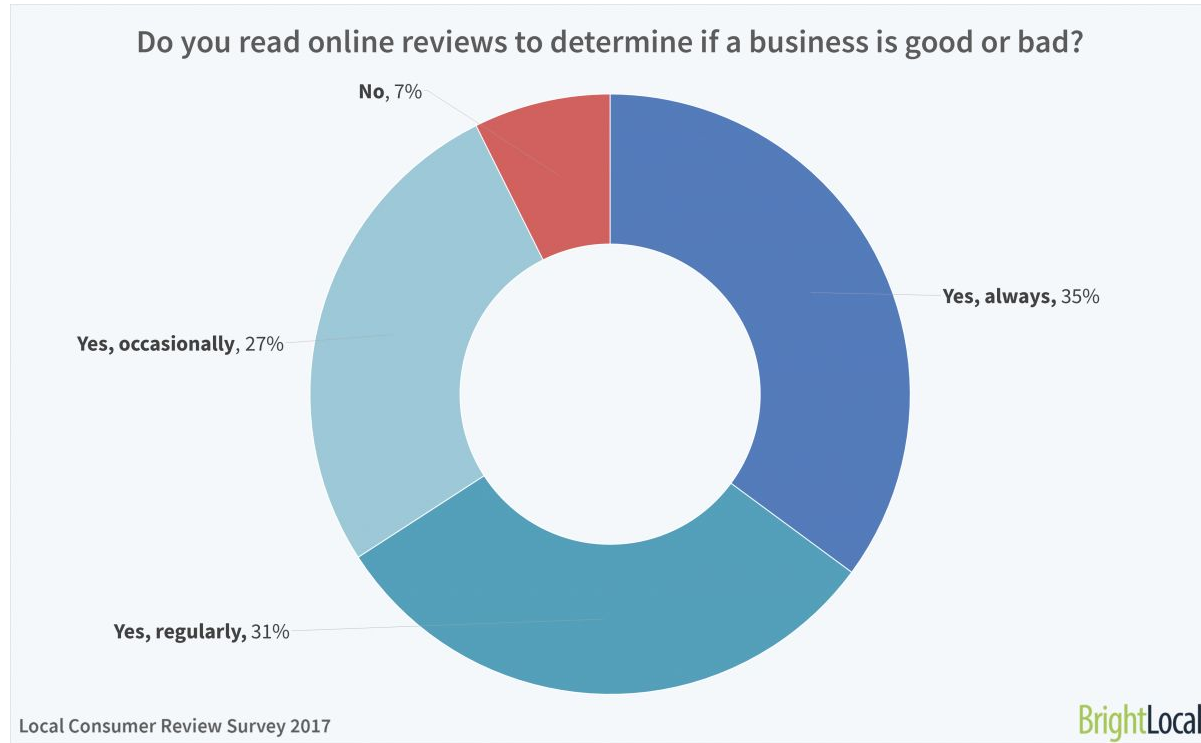
THE IMPORTANCE OF ONLINE REVIEWS

- 88% Of Consumers Trust Online Reviews As Much As Personal Recommendations
- 72% Of Consumers Say That Positive Reviews Make Them Trust A Local Business More
- 92% of users will use a local business if it has at least a 4-star listing
- 72% of consumers will take action only after reading a positive review

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Do you read online customer reviews to determine whether a local business is a good business?



93% of consumers regularly or occasionally read online reviews (vs. 88% in 2014)
Only 7% of consumers 'don't' read online reviews (vs. 12% in 2014)



Do you trust online customer reviews as much as personal recommendations?



85% will trust reviews as much as personal recommendations – if they meet their requirements (vs. 83% in 2014)



40% of consumers form an opinion by reading 1-3 reviews (vs. 29% in 2014)

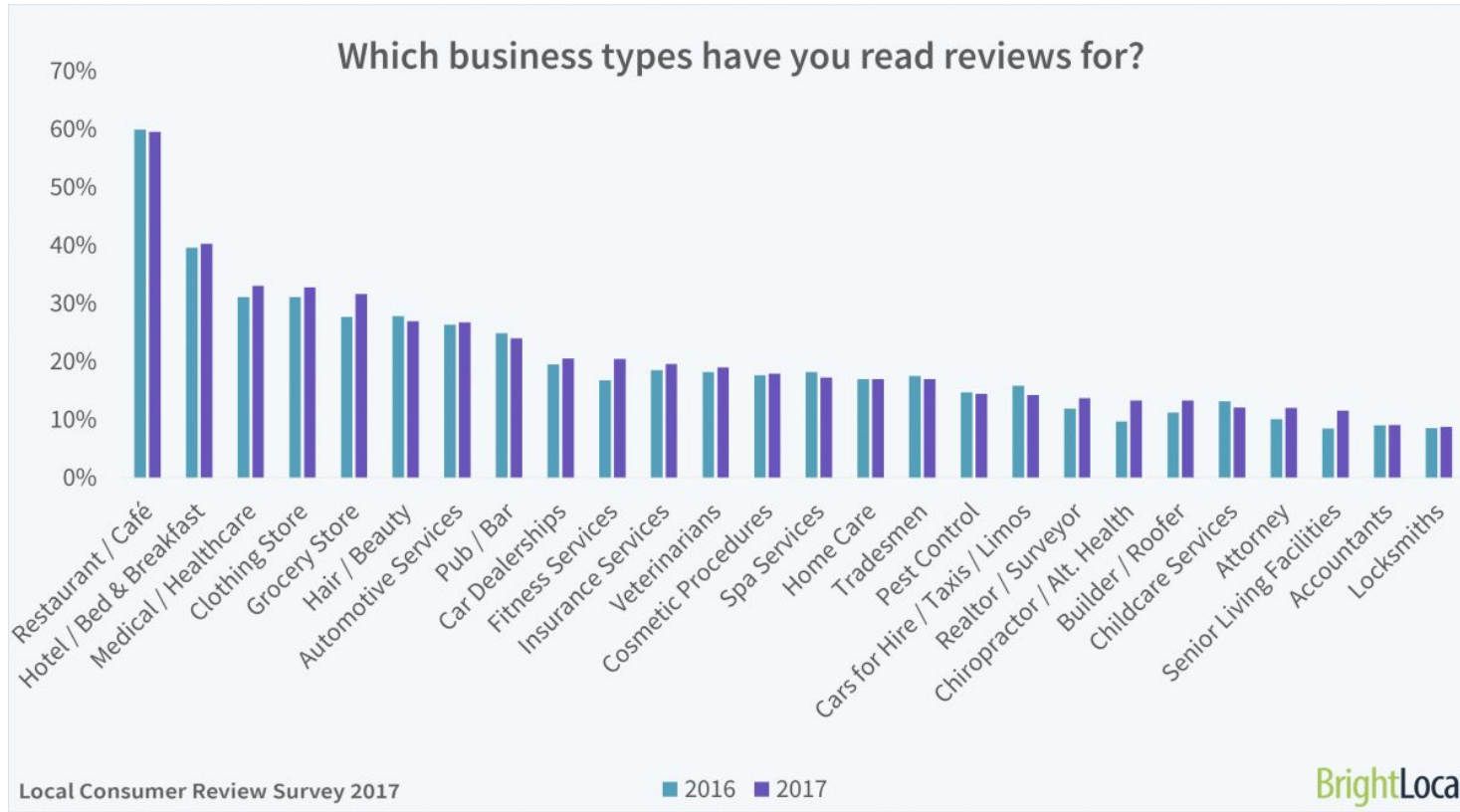
73% of consumers form an opinion by reading 1-6 reviews (vs. 64% in 2014)

88% of consumers form an opinion by reading 1-10 reviews (vs. 84% in 2014)

Only 12% are prepared to read more than 10 reviews (vs. 16% in 2014)



Real Estate Reviews

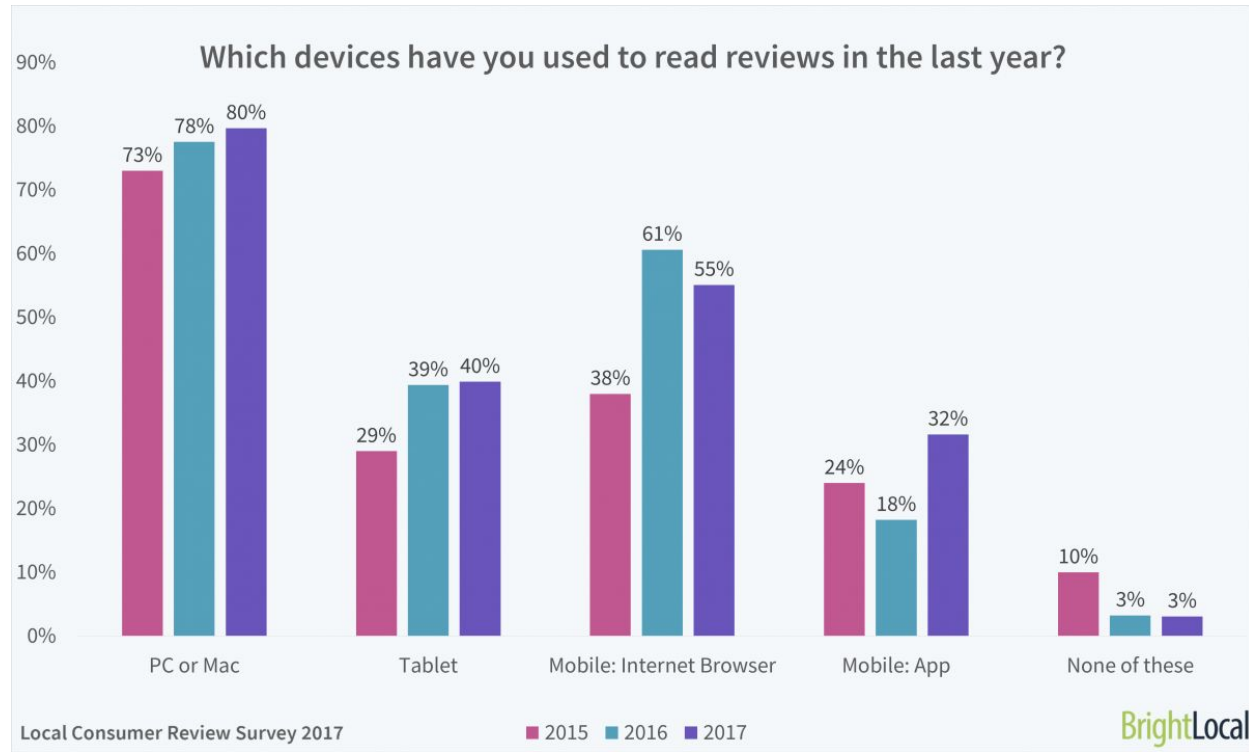


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73% have read online reviews on a PC

38% have read online reviews on mobile internet vs 24% on mobile app

29% have read reviews on a tablet



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Where do people review?

Figure 3.2: Client Review of Richard Silver, ABR®, e-PRO®, on Yelp

Richard Silver - Sotheby's International Realty
4 Reviews

1817 Yonge Street
Suite 1107
Toronto, ON M5S 1Y5
Canada

3.7 miles away from Richard Silver - Sotheby's International Realty
How do we sell Real Estate? We trade in real estate to give us the means to help our community and less fortunate families get a second chance.

3.1 miles away from Richard Silver - Sotheby's International Realty
In addition to being on the Home Buyer's Champions Club, Kim is also among the Top 1% of The Toronto Real Estate Board's 17,000 Real Estate Agents.

Recommended Reviews

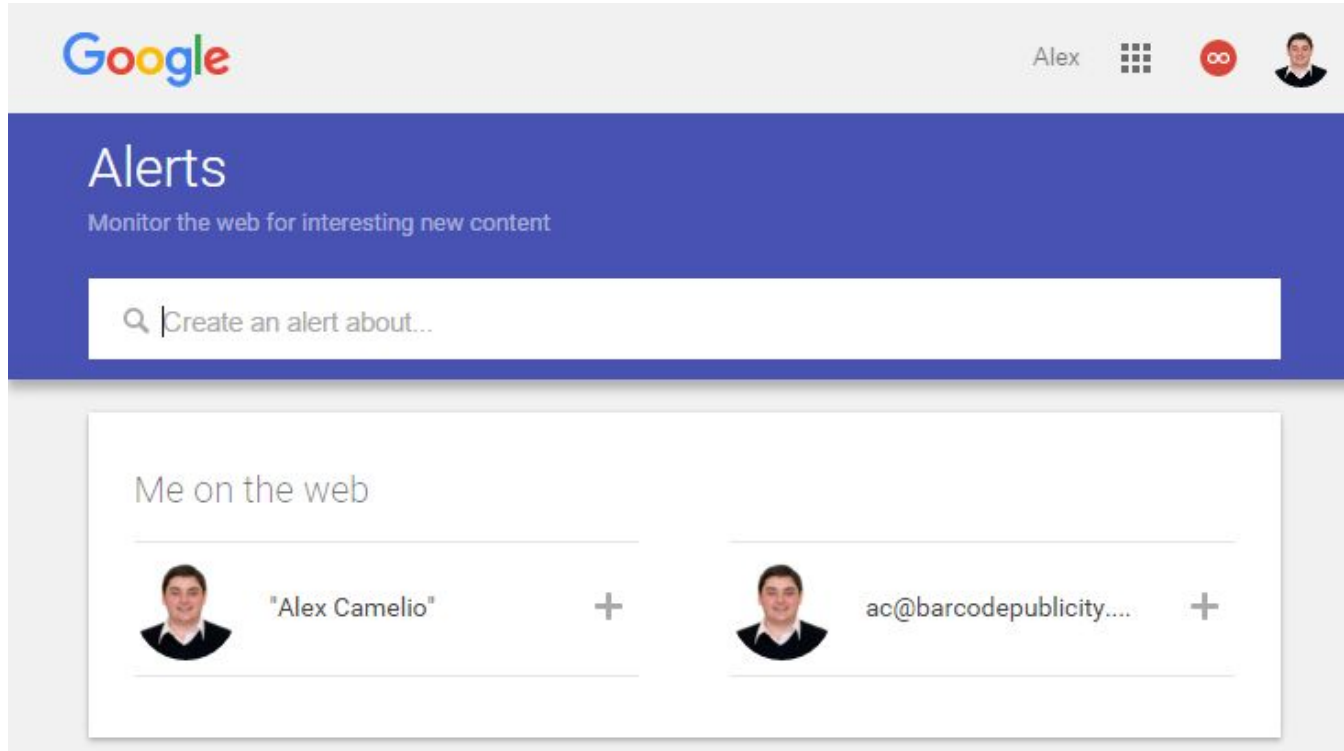
Paul H.
Toronto, Canada
2/28/2014
I highly recommend Richard and Kimberley as your real estate agent. The experience and knowledge they have was second to none and they helped me find my dream home at a great price as well as sell my previous home for more than what I expected. Thank you both for a fantastic home buying and selling experience.

Source: <http://www.yelp.com/biz/richard-silver-sothebys-international-realty-toronto>

Yelp has become a staple for consumers seeking reviews. See image for a client review of Richard Silver.



Finding Your Reviews



The screenshot shows the Google Alerts interface. At the top left is the Google logo. On the top right, the name "Alex" is displayed next to a grid icon, a red infinity icon, and a profile picture. Below this is a blue header with the word "Alerts" and the subtitle "Monitor the web for interesting new content". A search bar contains the text "Create an alert about...". Below the search bar, a section titled "Me on the web" displays two alerts. The first alert features a profile picture of a man, the text "Alex Camelio", and a plus sign. The second alert features the same profile picture, the text "ac@barcodepublicity....", and a plus sign.

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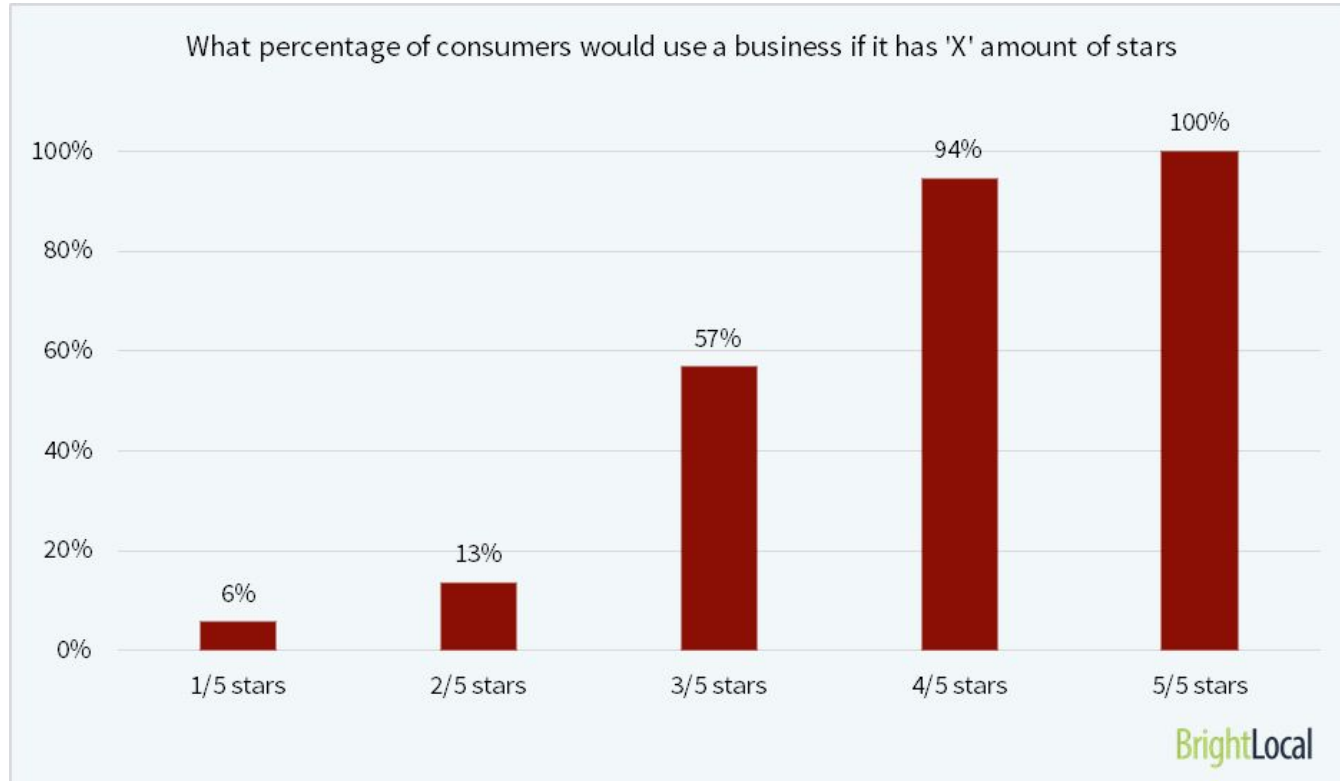
Consumers pay most attention to overall star rating

Quantity of reviews is 2nd most important factor

Consumers take a holistic view and consider many aspects of a business's reviews



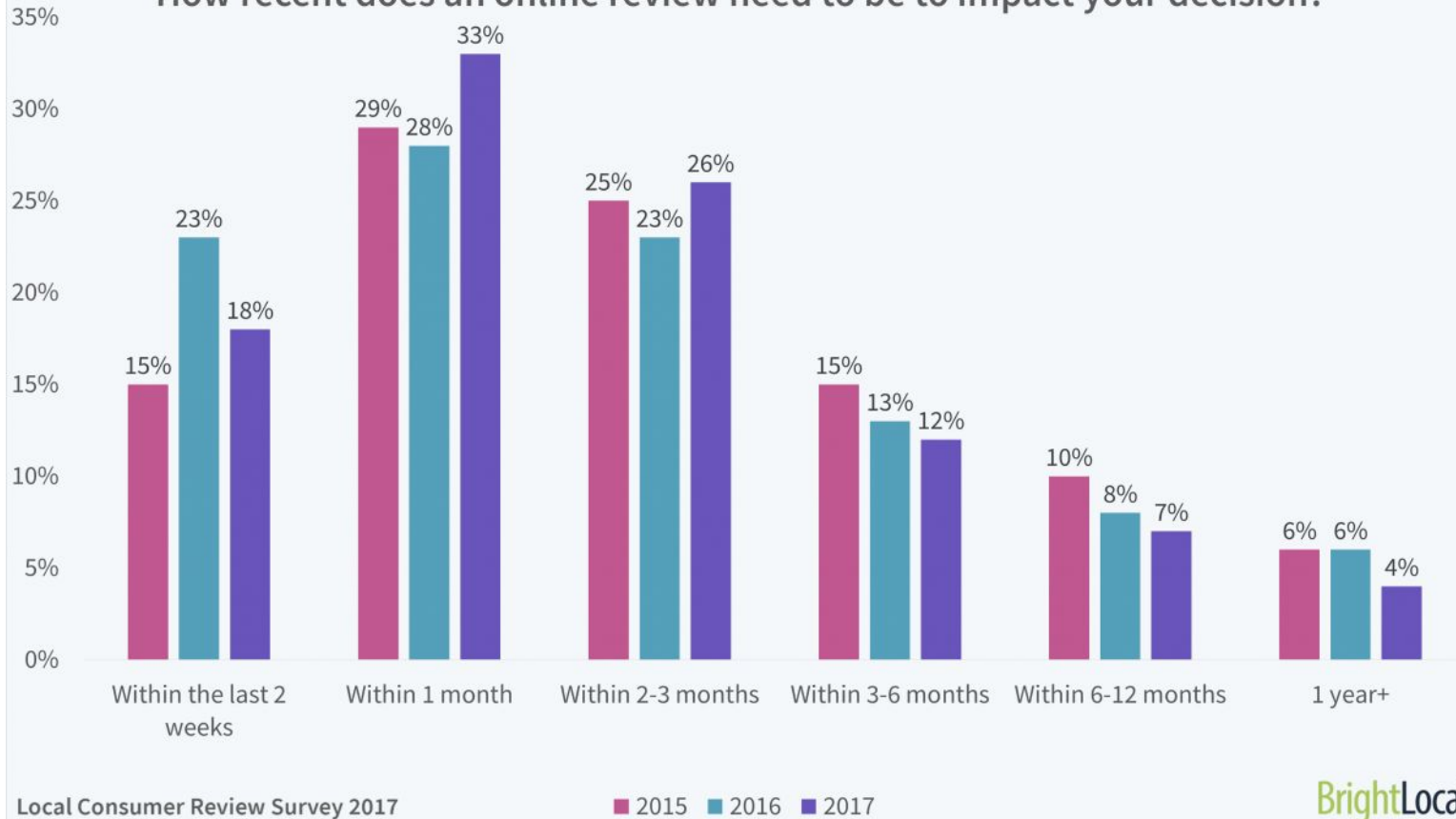
Stars Stars Stars!



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How recent does an online review need to be to impact your decision?



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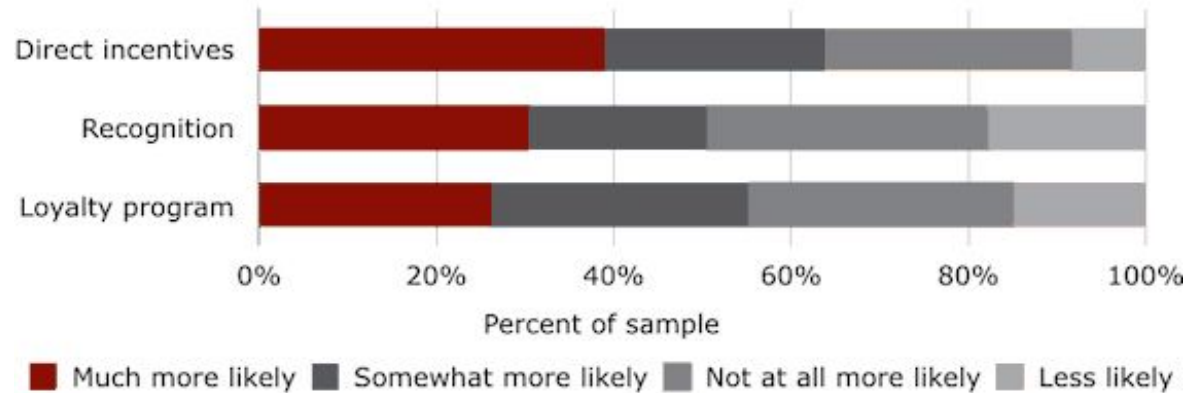
Getting The Review

- Preview
- Give
- Guide
- Ask (Over and Over)



Getting the Review

- Direct Incentives
- Customer Engagement
- Social Recognition



Managing a Bad Review

1. Contact the Review Site
2. Familiarize Yourself with the Culture of Online Review Sites
3. Join the Conversation (but not immediately in anger)
4. Highlight the Positive
5. Encourage Positive Reviews
6. Develop a Strategy for Responding to Threats



Turning the Review Into A Referral

- Create a Guided Survey
- Use a Simple Question – “How would you refer us on a scale of 1 to 10”
- Set up rules for 1-6, 7-8 and 9-10
- 1-6 – Figure out what went wrong
- 7-8 – Find out one thing you can improve
- 9-10 – Provide a review, and add to a drip campaign for referrals

<http://www.ducttapemarketing.com/blog/using-surveys-to-automatically-create-reviews-and-referrals/>

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What Do Referrals Require?

- A Good Match
- Repeated Interactions

How Do You Get Them?

- Constantly Ask
- Teach Your Clients How to Refer You
- Remind Them to Refer You
- Make It Easy
- Say “Thank You” as Often as Possible



Other Ideas?

- Make sure your current clients know about ALL of your services
- Add a form to your website for referrals
- Update your Social Media Profiles
- Give a Referral (one of the best ways to get is to give)



Be Remarkable and Inspire Confidence

“I’ve learned that people will forget what you said, people will forget what you did, but people will **never forget** how you made them feel.”

~ Maya Angelou





Questions?

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