

Reviews Cheat Sheet: Get The Most Out of the Acquirly

Getting and managing reviews for your business is an often-overlooked component of marketing. However, it is critical piece of your online marketing. According to Moz, “67% of Consumers are influenced by Online Reviews.” That is a significant number, and should be taken into account when you are drawing up your marketing strategy.

The Acquirly is a great way to not only get more reviews but also manage reviews so that you can get the most out of them. This includes both responding to negative reviews as well as collecting positive reviews online for potential customers to read and search engines to use to improve your SEO rankings.

The result? More customers! By standing out from your competitors, ranking higher on search engines and third party sites, you will get more customers.

How to Get Started Using the Acquirly

Acquirly was designed to be simple and easy for both owners and employees to get reviews after a job is completed.

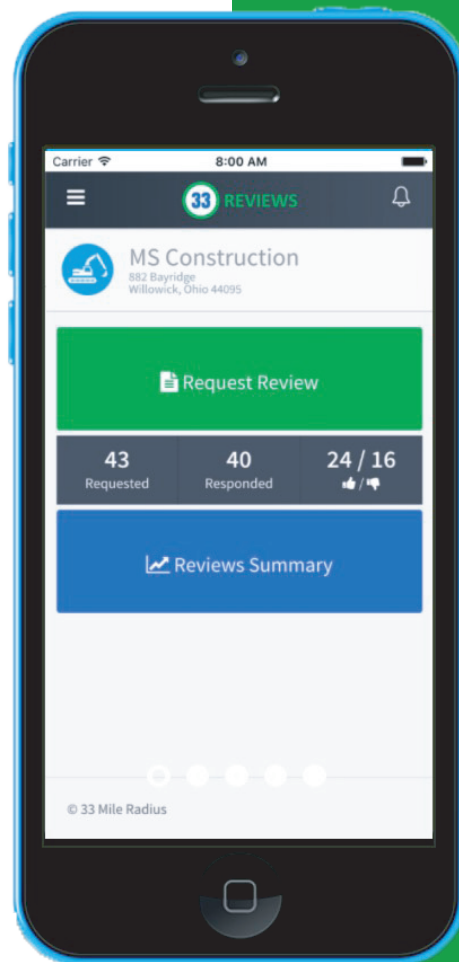
Once you sign up with one of our account managers, you can download the Acquirly from the Apple App Store or Google Play.

From here you can start asking for reviews or you can invite employees from the app's navigation menu. To invite an employee simply enter your employee's email address and send an invite.

How to Get Reviews

Getting reviews is simple. Just launch the app and press the Request Review button on the home screen. This will take you to a page to enter the customer's email and mobile phone number.

Once requested, the customer will receive an email and a text message with a link to a page asking them to rate your services. If their experience was positive, it will display one or more (your choice) of the following reviews sources: Google My Business, Facebook, Better Business Bureau and Yelp.



If their experience was negative, it will ask them to fill out a form that gets sent directly to you. Filtering negative reviews directly to you allows you to improve your business, turn a negative review into a positive review and prevents a bad customer experience from turning into a social media nightmare.

How to Manage Reviews

Getting reviews is easy with Acquirly, but managing reviews is even easier! By turning on notifications, you will not only be notified each time a review is made, but you will also be able to directly respond to both positive and negative reviews to thank the customer or try to prevent an issue from becoming a problem.

Furthermore, using the Reviews Summary feature lets you know which customer has left a review directly from the app.

How to Manage Employees

Acquirly makes it easy to see how your employees are doing.

With the Reviews Summary page you will be able to see all of the reviews that your employees have requested and how many they have received. Use this tool to track who is requesting reviews and who is getting positive or negative reviews from customers.

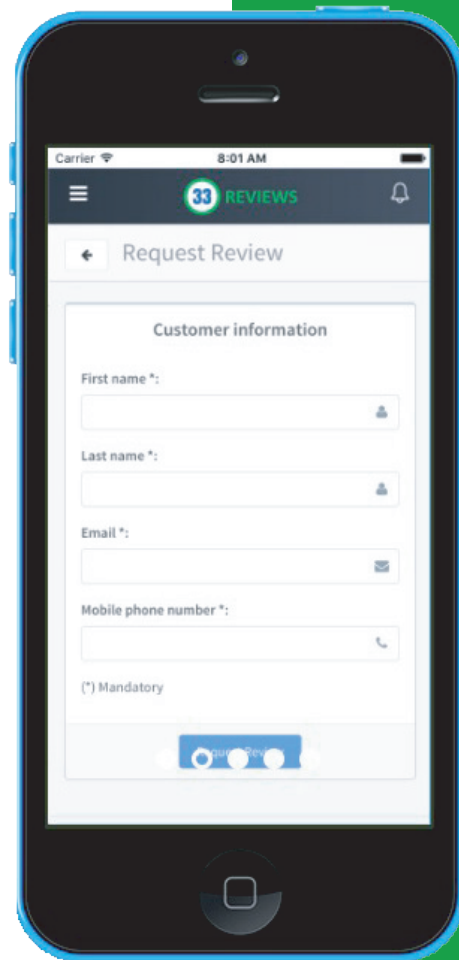
Acquirly also has two levels of access Owner and Employee.

At the owner level, you have access to settings and reporting for all employees. At the employee level, access is limited to their personal performance information.

Get the Most Out of Acquirly

How to Receive a Review in 8 Steps:

1. You and your employees download the app to your smart phone.
2. After a job is completed, you or your employee requests a review from the customer and launches the app.
3. Basic customer information is entered (name, email and mobile phone number).
4. A link is instantly sent to your customer via email and text message.
5. Once the customer clicks on the link, they are taken to a page asking if they had a positive or negative experience with your business.
6. If they click on negative, they are taken to a form and asked to enter more information about what happened
7. If they click on positive, they are presented with the top review sources to leave a review.
8. Both positive and negative reviews alert you for proper follow up.



5 Ways to Ask for a Review

Here are a few great ways to ask for a review once the job is completed:

1. Finally, I would like to ask you to leave a review of our service online. Do you have a few moments to write a review?
2. I want to thank you for using our company. One of the ways my boss grades me is through reviews; do you have a minute to leave me a review online? It is very simple, I can walk you through the entire process.
3. In order to make our service better, we appreciate honest feedback. We use a system online to capture this data. If you have a minute, I can walk you through the process.
4. We greatly appreciate you and value your opinion. To improve our services, would you leave us a review?
5. We greatly appreciate you and value your opinion. Would you take a minute to leave us a review?

What to Do If Someone Declines to Leave a Review

Not everyone you speak with is going to want to leave a review, no matter what you say.

When this happens, keep in mind that people these days are very busy and leaving a review might seem like a daunting task. On the other hand, they might be afraid to leave a negative review with you standing there.

Be sure to explain that leaving a review will only take a minute and that it can be done even after you leave.

Never pressure someone into leaving a review if they do not want to!

What Not to Do

There are many things you can do with Acquirly but remember do not spam people with it. Only send them review requests after getting their permission while at the job site.