

**LIMELY.**

**YOUR GUIDE TO**

# Using Online Reviews to Attract More Customers



# Contents

<b>Introduction</b>	<b>3</b>
<b>The Importance Of Online Reviews</b>	<b>4</b>
<b>Consumer Psychology</b>	<b>5</b>
<b>How To Ask For Reviews</b>	<b>7</b>
<b>Review Request Templates</b>	<b>10</b>
<b>Reputation Management</b>	<b>16</b>
<b>Utilising Reviews For Marketing</b>	<b>20</b>
<b>How Reviews Impact SEO</b>	<b>22</b>
<b>Conclusion &amp; Key Takeaways</b>	<b>23</b>

# Introduction

Whether you're an ecommerce brand, restaurant chain, service provider or something much more niche, we're pretty sure that online reviews have a significant impact on your business. If not, we're also pretty sure that you're not utilising them to their full potential!

In 2023, a staggering 93% of users claim that online reviews had a significant impact on their buying decisions. [1] Not only that, nearly half of all internet users post online reviews on a regular basis. With that being said, it's clear that by utilising verified online reviews, you can make a huge difference to your business. Not only do reviews directly impact purchase decisions, they also aid in increasing customer loyalty, showcasing credibility, building a community of like-minded customers and providing your team with valuable feedback that they can use to improve products or services.

If you've never utilised a third-party review platform or have never even asked for a review, you've come to the right place! We developed this comprehensive guide alongside a range of helpful templates to help your business truly flourish! Whether you're a restaurant owner, marketing manager for a fashion ecommerce brand or have a service-based business, this guide will help you on your way to receiving 5\* verified reviews which will ultimately increase brand awareness, improve customer loyalty and generate more revenue for your business!

So, it's time to clear your mind and get focused as we're about to delve into the world of online reviews and ensure you're equipped with the knowledge and tools needed to make a tangible difference in your business. In this guide, we'll cover a range of topics including:

## The Importance Of Reviews

### Consumer Psychology

### How To Ask For Reviews

### Review Request Templates

### Dealing With Difficult Reviews

### Utilising Reviews For Marketing Purposes

Once you've finished reading this guide and begin taking actionable steps to get more reviews, we're convinced that you'll start reaching, attracting and retaining more customers. So without further ado, let's dive straight in!

**93%** of users say online reviews had an impact on their buying decisions.

**Nearly Half** of all internet users post online reviews every month.

**81%** of consumers use Google to evaluate local businesses.

**26,830**

New reviews received per minute by Yelp.



# The Importance of Online Reviews

First things first, it's integral to understand the importance of online reviews in today's digital age. In the UK, over 92% of the population own a smartphone, with just over 71% of the global population using a mobile device on a daily basis. [6] Highlighting the importance of online reviews as a staggering 81% of consumers spend time researching brands and products online before making a purchase or booking. [7]



**81%**

of consumers spend time researching brands and products online

**92%**

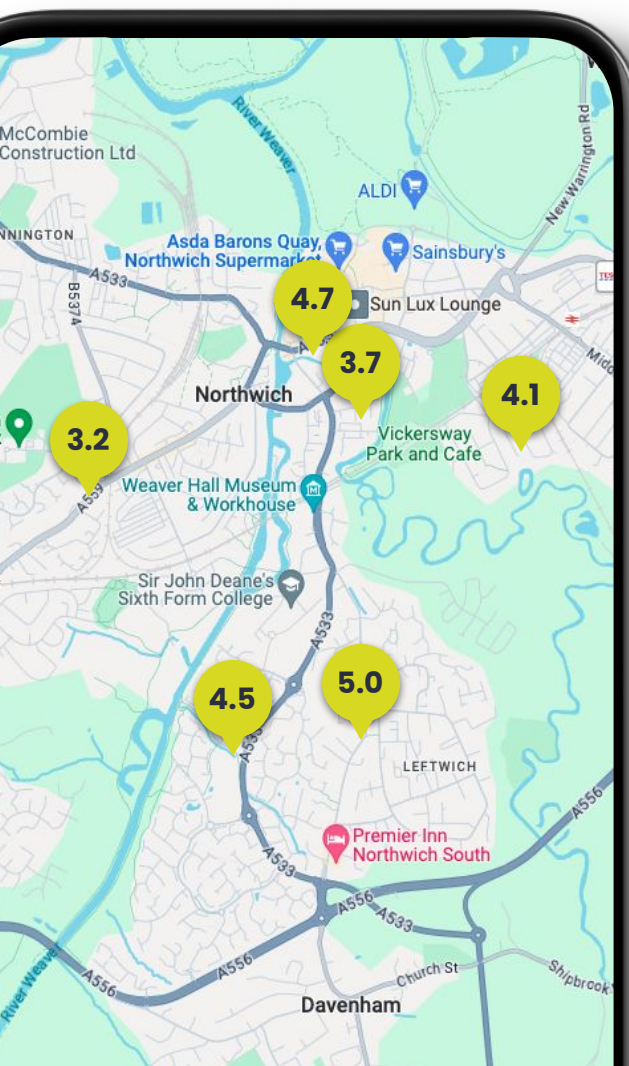
of the population own a smartphone

**71%**

of the global population use a mobile device on a daily basis

[Reference 6, 7]

Customers increasingly prefer to interact with brands online, with over 25% of all retail sales, 57% of hotel bookings and 45% of restaurant bookings being made online as opposed to over the phone or in person. [2,3,4] This clearly shows an increasing need for brands to demonstrate credibility and trustworthiness in the online realm. And guess what? That's exactly where online reviews come into the fold!



**25%**

of all retail sales are made online [2]

**57%**

of hotel bookings are made online [3]

**45%**

of restaurant bookings are made online [4]

**66%**

of millennials book holidays online [5]

# Consumer Psychology

# 270%

Consumers are a whopping 270% more likely to purchase a product with just 5 reviews compared to none.

[Reference 8]

This staggering statistic comes down to how reviews naturally impact consumer behaviour thanks to a little thing called consumer psychology. If you're not already convinced of the importance of online reviews, we're about to enlighten you!

First things first, consumer psychology explains why online reviews can have such a significant impact on decision making and also how consumers perceive your brand online. In the ecommerce industry, online shoppers can't physically see and feel a product they're potentially about to purchase, so they have to depend on product reviews to inform them of the pros and cons of a product, without ever seeing it in real life. The same can be said for other industries such as restaurants, service-based business and even B2B's, as consumers are forced to place trust in other people, whom they've never met, which can be both an advantage and disadvantage.

There are two core principles of behavioural psychology that can help us gain a better understanding of why reviews are so integral to online success:

## Herd Behaviour

The phenomenon of people following the crowd, going along with the majority and buying the product with the highest reviews or booking a table at the restaurant with the most 5\* reviews.

## Risk Avoidance

Most consumers want to avoid risks and make the best decision they can. Therefore, they use reviews as a tool to reassure themselves that they're making the right decision.

These two core principles explain why reviews can be so integral to consumers making decisions when visiting a website. The more positive feedback a product or service receives via verified reviews, the more likely a new customer will buy your product or use your services, thanks to the core behavioural psychology principles above.

# Consumer Psychology

However, not each and every review is made equally! Consumers have become accustomed to sifting through a whole host of fake reviews and are now extremely adept at identifying businesses who are clearly only showcasing positive reviews or even purchasing fake ones.

In order to build customer trust, you should utilise verified review platforms such as TrustPilot, Feefo or Reviews.io to demonstrate credibility and trustworthiness whilst being transparent with your audience. These platforms assure customers that reviews have come from verified customers and once again, build trust with your audience. A staggering 50% of consumers are more likely to trust reviews that are verified. [12]

So, now we know why online reviews are so important for consumers deciding whether or not to commit to a purchase, it's time to find out why customers leave reviews in the first place. Here are the top 5 reasons why customers go out of their way to leave reviews:

## 1 To express strong emotions

If a customer has an experience with a brand that evokes a strong emotional response, whether positive or negative, they will instinctively want to share that experience with others.

## 3 Brand loyalty & a sense of community

If a customer is extremely loyal to a brand and feels like a valuable part of the community, they're likely to want to express their gratitude and support. Not only that, the omnipresence of social media encourages customers to want to show off the brands they love as it helps them build their personal brand.

## 5 A desire to share thoughts & opinions

As humans, we naturally want to share our thoughts and opinions with others.

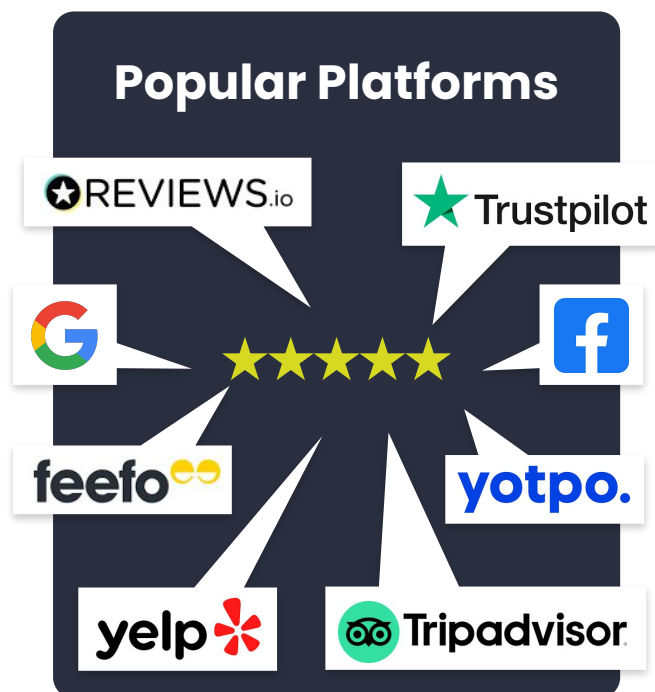
## 2 To help other customers

Customers who leave reviews understand the position other customers are in as they once had to sift through reviews and ratings themselves. This puts existing customers in a unique position to help others and let's face it, most people want to feel altruistic!

## 4 They've received a review request

70% of customers who receive a review request following a purchase or service will leave an honest review of their experience. Often, customers want to reciprocate when a brand delivers above expectations.

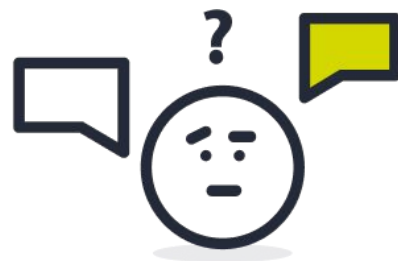
While many customers will share their feedback for a variety of reasons, the five above are the most common and arguably the most important. Understanding why consumers leave reviews is integral to gaining more as brands can actively create memorable experiences that exceed expectations and encourage customers to leave positive reviews as a result.



**When will a customer most likely review?**



# How To Ask For Reviews



So, how should you ask for reviews?

While it can be daunting to ask customers for their honest reviews, there are some methods you can use to ensure that you are asking the right questions to give yourself the best chance of securing a positive and valuable review. Below, we've listed some best practices that you should always follow when asking for reviews for your business:

## Best Practice

- Strike while the iron is hot
- Make it extremely easy
- Personalise the review request
- Follow-up politely
- Respond to every review

Now we've got those out of the way and you're sure to leave a positive impression on customers, it's time to look at the various ways of asking for online reviews.



# How To Ask For Reviews

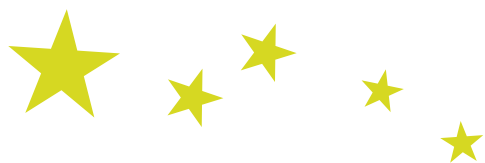
## Emails

Probably the most versatile review request method, emails are a great way to personalise your request, whether it is sent out via a standard email or newsletter. Emails also provide the opportunity to build a personal connection with your customers and ask for specific feedback that could help to inform your business strategy going forward.



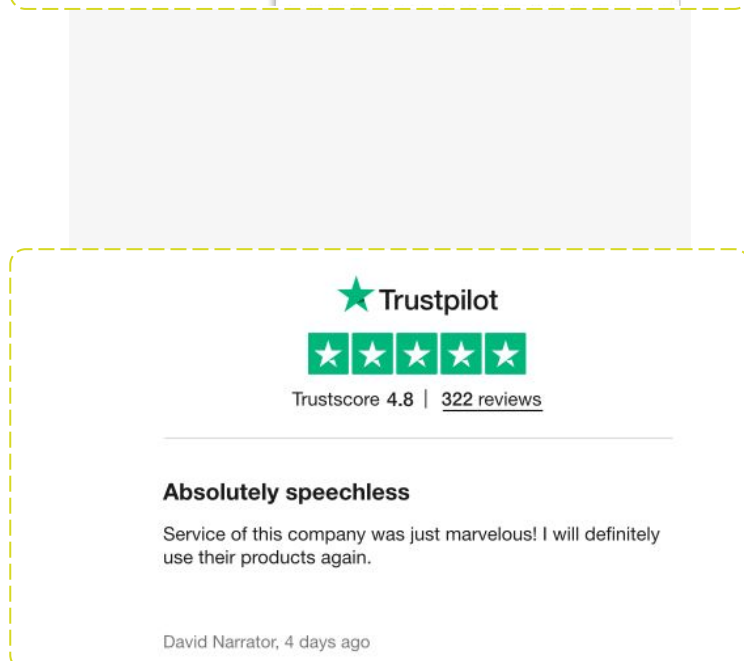
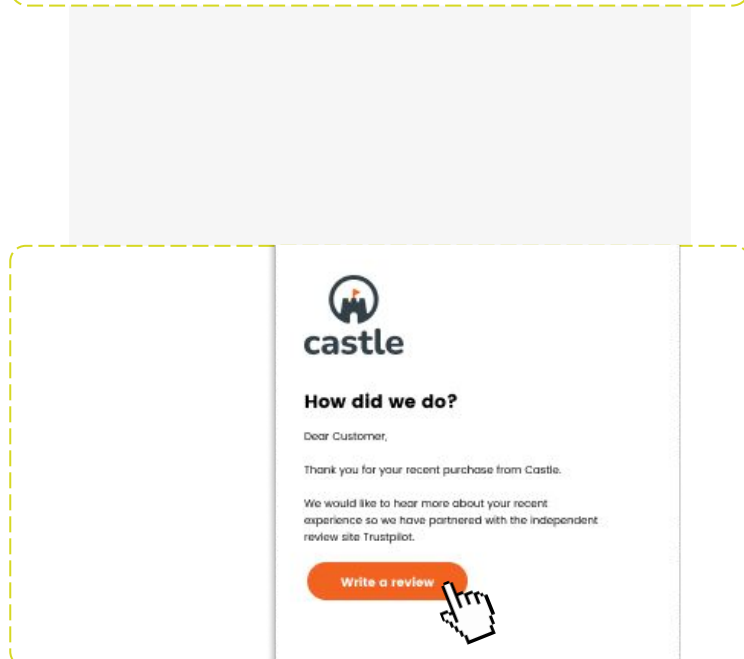
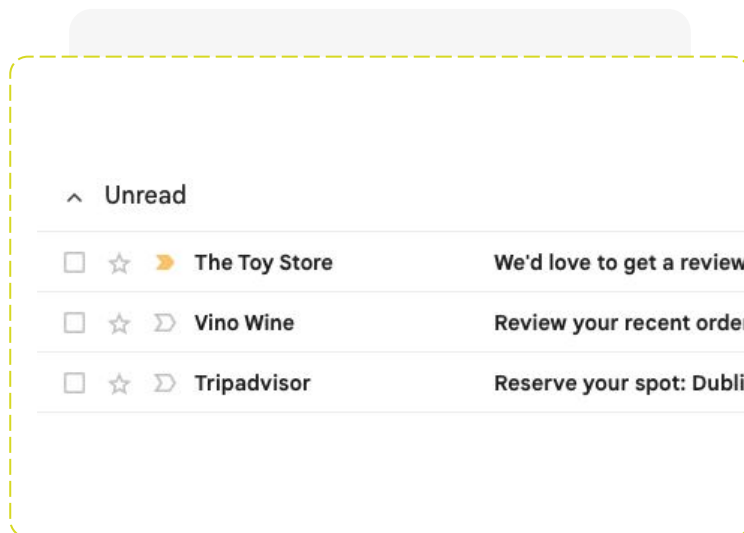
## Call-to-actions

Remember when we said to make it super easy for customers to leave a review? Effective call-to-actions do just that. Placing standout buttons in prominent locations such as within your delivery confirmation or follow-up thank you email, is a sure-fire way to encourage more reviews.



## Dedicated testimonial website page

Housing all of your reviews and testimonials in one dedicated page within your website, with review call-to-actions in prominent locations, is a great way to increase the number of reviews you receive.





# How To Ask For Reviews

## SMS, WhatsApp & Push Notifications

Text messages and push notifications are another great way to encourage customers to leave a review. Again, these requests should always follow best practices and be sent out in a timely manner, with a polite tone of voice to avoid appearing invasive or unprofessional.

Hey Jackie. Thank you for your recent purchase from Castle. We'd love to know how we did. Please review us on the following link [www.review.co.uk/castle](http://www.review.co.uk/castle)

## Customer service employees

Ensure that your employees are confident in asking for reviews in a polite and professional way. For example, at the end of a meal for restaurant businesses or over the phone for other brands. This will provide a personal touch and if a customer genuinely feels gratitude, they'll be sure to leave a positive review!

★★★★★  
Please review us



## Social media

Social media is a great tool for requesting reviews. Choose the platform that best suits your existing and ideal customers and post a request asking for reviews. You could even incentivise this by adding everyone who leaves a new review to a prize draw at the end of the month. Just be sure to remain polite and don't use this tactic too often to avoid appearing like you're buying your customers over!



**Limely**  
@limelyltd

Replying to @johnsmith1984

Hey John! We're glad you love the shoes. We'd love it if you could spare a moment to review us [www.review.co.uk/us](http://www.review.co.uk/us)

# Review Request Templates

As there are so many different ways you can ask for reviews, from email and text to over the phone or via social media. We've created a few handy templates to help you on your way to securing reviews, no matter who your target audience is.



## Text Email Templates

jess@customer.co.uk **X**

---

We'd love to know what you think!

---

Hi Jess,

Thank you for shopping with 'Brand Name' recently - we hope you are loving your order!

We'd love to know what you think of the 'Brand Name' shopping experience. If you can spare a few minutes to leave us a review, we'd be super grateful!

[Write a review](#)

jess@customer.co.uk **X**

---

Your opinion matters to us

---

Hi Jess,

Thank you for dining with us.

We pride ourselves on delivering an exceptional customer experience and are always looking for new ways to improve.

We would appreciate it if you could spare a few minutes to leave a review and share your feedback on your dining experience. Every review we receive helps us to make your next dining experience even better!

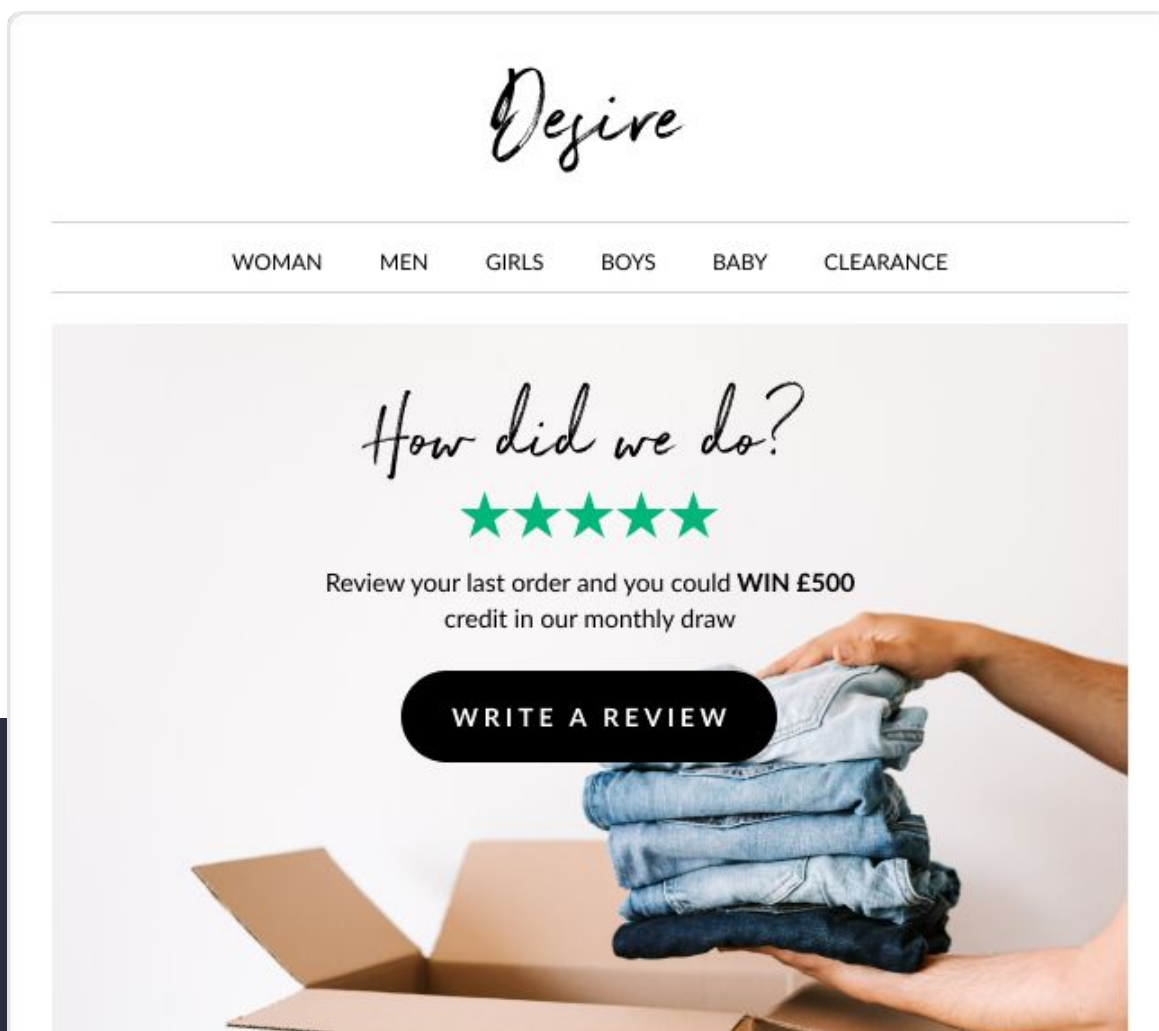
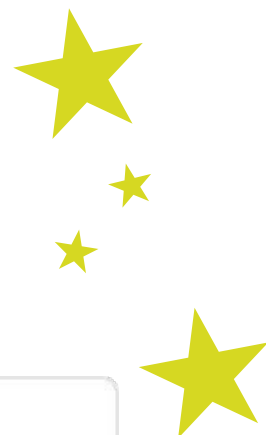
Thank you so much for your time.

[Leave a review](#)

# Review Request Templates

## Designed Email Templates

Designed email templates are a great way to strengthen your brand identity, build customer trust and encourage users to leave a review. Crafting effective designed requires careful consideration of visual elements that instantly engage users and capture their attention. Tailoring your message with eye-catching graphics, compelling subject lines and a user-friendly layout can significantly increase the chances of a positive review or testimonial.



### Your latest order



Men's Worker Organic Jean

# Review Request Templates

## SMS, WhatsApp & Push Notifications Templates

SMS, WhatsApp and push notifications are a fantastic way to increase the chances of customers leaving reviews for your business. This style of review request is quite invasive and the notification will pop on a user's device so they require careful consideration to ensure that you don't end up causing customer frustration.

We've created some templates below to help you gain more customer reviews whilst improving customer satisfaction!



Hey Jess, it's Lively here. You've been a loyal customer for 2 years now and we'd love to hear about your experience with us. We'd be very grateful if you could leave us a review at [Reviewus.co.uk](https://www.reviewus.co.uk)



LIMELY

10 MINS AGO

**There's still time to review!**

This is just a lil' reminder to share your feedback on your latest order with us. Love it? Think there's room for improvement? We want to hear it all!

Hey Adam, your opinion matters! We'd love to hear your feedback on your recent experience with us at [Reviewus.co.uk](https://www.reviewus.co.uk) Your feedback helps us to improve our services so we can keep doing the things you love.

Hey Niko, we saw your positive comments about our restaurant on social media. We'd be super grateful if you could leave a review at [Reviewus.co.uk](https://www.reviewus.co.uk), it helps us more than you know!



LIMELY

10 MINS AGO

**Loving your new shoes?**

Tell us about it at [Reviewus.co.uk](https://www.reviewus.co.uk)

# Review Request Templates

## Social Media Templates

Social media provides a fantastic opportunity for brands to engage directly with customers, without being too pushy or forceful. When posting on social media, whether it's on your Instagram stories, TikTok, Facebook or LinkedIn, you are meeting users where they are already spending time online and that provides a unique opportunity to ask for reviews in a fun and engaging way. Take inspiration from the templates below and you'll be well on your way to gaining valuable testimonials and reviews from your

 **LIMELY**

We wouldn't be here without our amazing customers! If you've had a great experience with us, please consider leaving a review on [Reviewus.co.uk](https://www.reviewus.co.uk) ✨



 Like     Comment     Share




Your opinion matters! That's why we'd love to hear your feedback on our latest product launch. Head to [Reviewus.co.uk](https://www.reviewus.co.uk) to leave a review and help us to make your experience even better next time!


 **Limely**  
@limelyltd




Dreaming about the pizza you ate last night? Shout about it and help us to make our restaurant even better by sharing your feedback at [Reviewus.co.uk](https://www.reviewus.co.uk) 🍕

#bestpizzaever #favouriterestaurant

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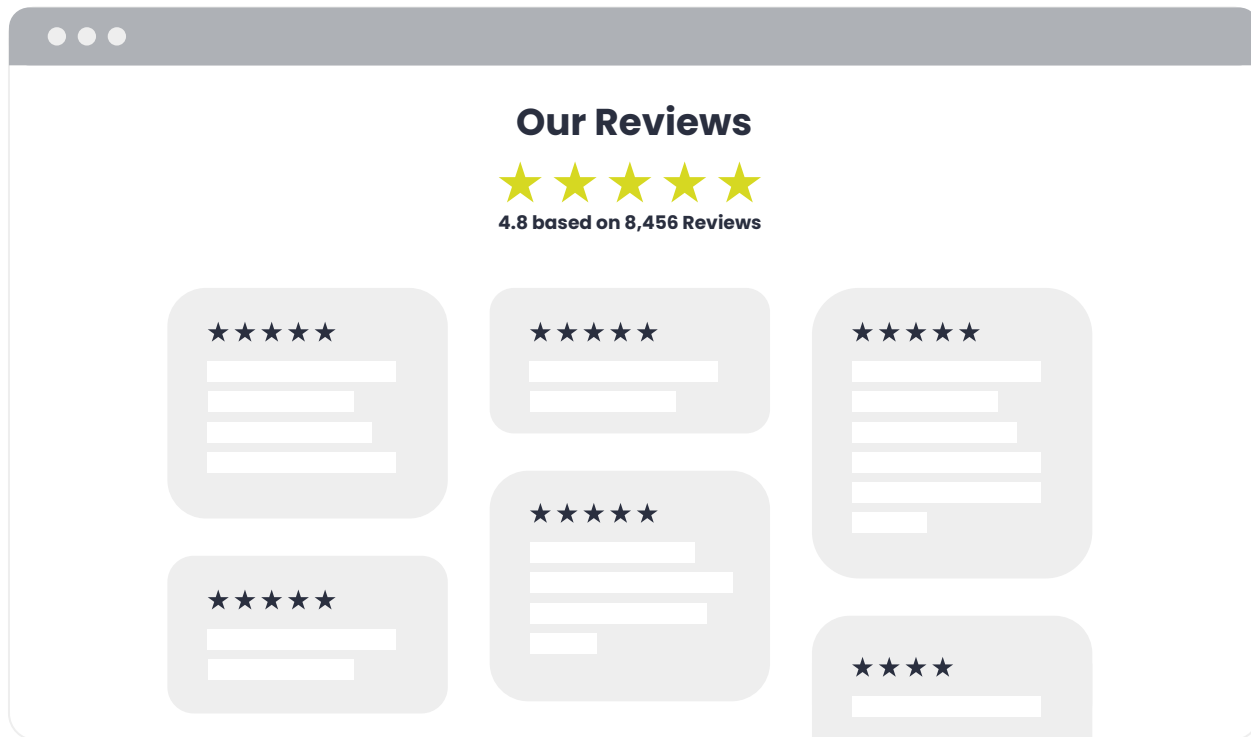
Loving our new product? Why not leave us a review at [Reviewus.co.uk](https://www.reviewus.co.uk) and help others to transform their makeup routine like you did 🧴



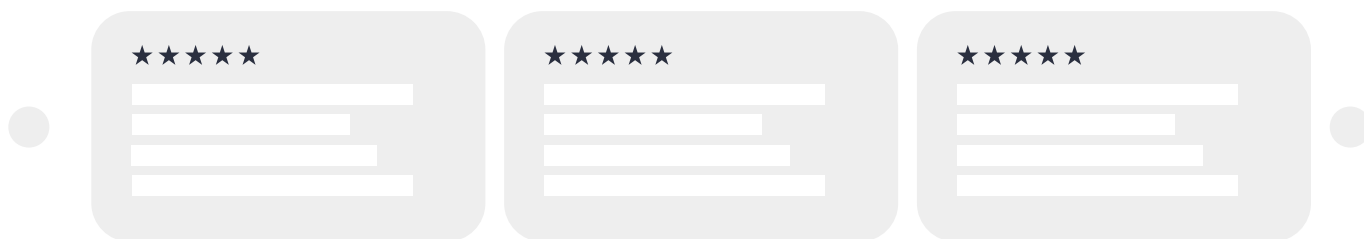
 Like     Comment     Share

# Review Request Templates

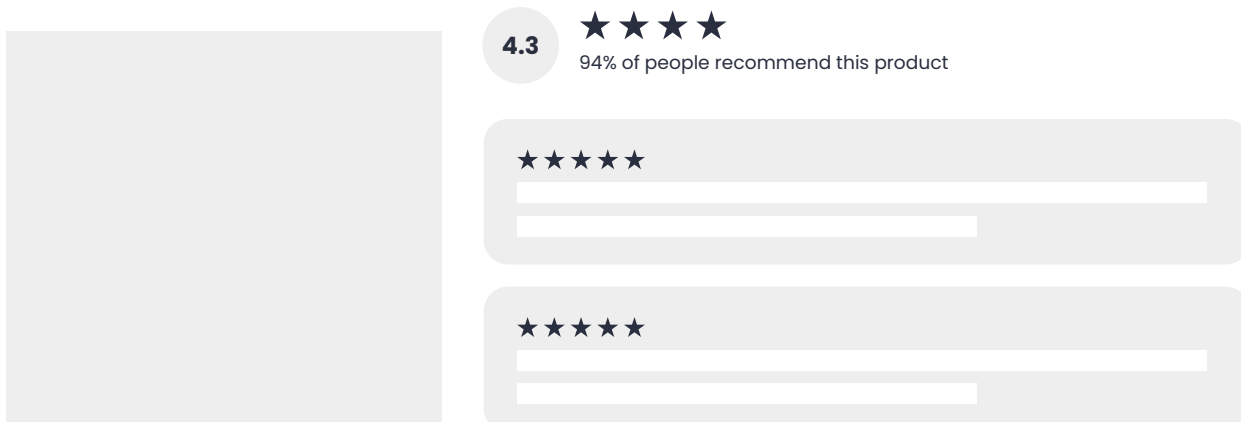
## Web Page Templates



## What Do Our Customers Say?



## Product Reviews



# Review Request Templates

## Call-To-Action Templates

Help others make a decision. Leave a review about your experience.

Write a review



### We want to hear from you!

Let us know how we're doing by leaving your feedback.

Write a review

How did we do?

Please take a few minutes to leave a review

Leave a review

Enter message

## In-Person Requests Template

Being face-to-face with customers is an excellent opportunity to capture their true thoughts and feelings about their experience. Here's a simple guide you can get your team to follow when they're interacting with customers.

**Customer:** Singing your praises and complementing your product / service.

**You:** That's so great to hear! We really try to provide the best possible experience so it's lovely to hear that it's working.

**Customer:** Definitely! I'm going to tell all of my friends to come here.

**You:** You know, it would be amazing if you could leave us a review to share your experience. It really helps other people find us.

# LimeLY.

## We create bespoke ecommerce stores

Convert visitors into customers



# Managing Your Online Reputation

Back in 2017, 84% of consumers trusted online reviews as much as personal recommendations. [9] Fast forward to today and only 49% have this level of trust, highlighting the importance of businesses responding to each and every review (yes even the negative ones!) and demonstrating trustworthiness throughout their site. [10]

While utilising a verified review platform is a great way to instil trust, it is not enough in today's day and age to solely rely on this. Instead, brands must prioritise responding to each and every review in an honest, transparent and helpful manner. We've collated the best and worst things to do when it comes to reviews so you can avoid customer frustration and focus on providing an exceptional experience for each and every customer:



# The Do's



1

## Encourage customers to leave reviews

Encouraging customers to leave reviews shows them that you actually care about their feedback. Not only does this help to get your brand more reviews, it also builds customers trust and loyalty.

2

## Respond to each and every review

Don't waste an opportunity to engage with customers and ensure you respond to every review in a timely manner.

3

## Monitor your online presence

Keep your eyes open when it comes to how your brand is being discussed online. Keep tabs on social media platforms and join the conversation when you feel necessary.

4

## Be transparent and honest

Honesty is the best policy when it comes to building loyal customers. When new customers are sifting through reviews, they'll be noticing how you respond and interact with your existing customers so it's really important to maintain an honest and professional relationship with every person who leaves a review for your business.

5

## Maintain consistency across channels

Building a strong brand identity across various channels is key for strengthening your online presence so be sure to use a consistent tone of voice.

6

## Take on board customer feedback

There's no point in customers leaving feedback if you're just going to ignore it! Be sure to regularly collate feedback and notice trends that emerge. Whether these patterns are negative or positive, it's integral to identify them so your business can adjust as necessary and continuously improve the customer experience.

8

## Repurpose reviews & praise

If you're lucky enough to be receiving positive feedback from verified customers, you should also be shouting about it! Repurpose reviews and star ratings by posting them on social media and including testimonials within your website to act as trust signals that instantly demonstrate your brand's credibility when a user lands on your site.



# The Don'ts

1

## Generate false reviews

This is a big no-no when it comes to reviews. False reviews and testimonials are more likely to do harm than good. As we mentioned earlier, users are more and more adept at identifying false reviews and are likely to be sceptical about your brand if you use them.

2

## Argue with customers

Arguing with existing customers is a big red flag for potential customers browsing through reviews to learn more about your brand. Ensure that you respond to every review with grace and respect to give yourself the best chances of impressing prying eyes!

3

## Ignore customer reviews

Ignoring customer reviews could arguably be worse than arguing with them, to be frank! Not valuing your customer's feedback is a sure-fire way to lose customers that could otherwise become loyal brand advocates.

4

## Use the same, generic responses

Using generic responses can feel robotic and disingenuous. Be sure to personalise your responses to leave a positive impression. They don't have to be long!

5

## Wait too long to respond

Waiting too long to respond reviews

6

## Delete reviews

Deleting reviews is terrible for reputation management as this can be perceived as though your brand is trying to hide something.

7

## Be hard to contact

If a customer leaves a review and tries to get in touch with you via other means such as on the phone, social media or via email, being hard to contact will surely leave a sour taste in their mouth. Ensure that your response time is fast and allow customers to contact you easily.



# Response Strategy

Ensuring that you have a robust strategy in place to ask for, respond to and follow up your customer's reviews is key. If you don't already have a system in place to deal with reviews, utilise our simple review response strategy framework below to get things started:

1

## Regularly monitor reviews

Ensure you have the systems in place to track and monitor reviews across various platforms e.g. Google, Facebook, Yelp etc.

2

## Ensure rapid responses

Respond to reviews within 24 hours to demonstrate that you value customer feedback and are willing to act on issues promptly.

3

## Thank customers for positive feedback

Always show your gratitude and appreciation when a customer leaves a positive review.

4

## Show empathy, apologise and offer solutions for negative feedback

If a customer has a negative experience always lead with empathy and address issues head-on.

5

## Politely follow up

Never leave a customer in the lurch and be sure to follow up any issues or feedback until the matter is resolved.

6

## Identify patterns of feedback

Utilise customer reviews to improve your business. Dedicate time every month to analyse trends and patterns in reviews - your customer's feedback is invaluable!

7

## Make adjustments or improvements based on feedback

Identify opportunities for improvement from the trends you've identified and implement effective changes.

8

## Showcase positive reviews across marketing channels

It's time to shout about your success after all of your hard work. Repurpose and repost positive reviews on social platforms and other channels to show prospective customers that you are trustworthy and credible.

# Utilising Reviews For Marketing

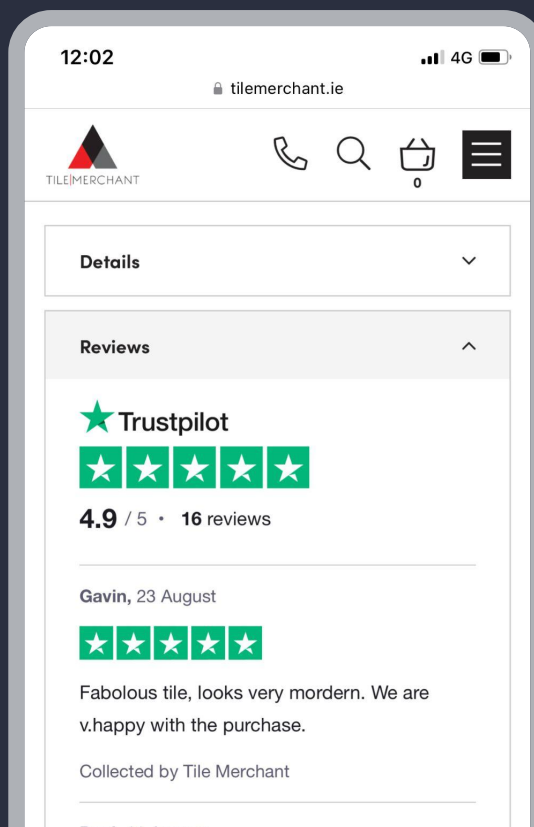
Now you've got a robust strategy for requesting feedback from real customers, it's time to take all of that positive feedback you've received and use it to your advantage!



There are many different strategies to utilising customer reviews for marketing purposes so we've gathered a few of our favourites to get you inspired and raring to showcase those brilliant reviews you've received!

## Reviews On Web Pages

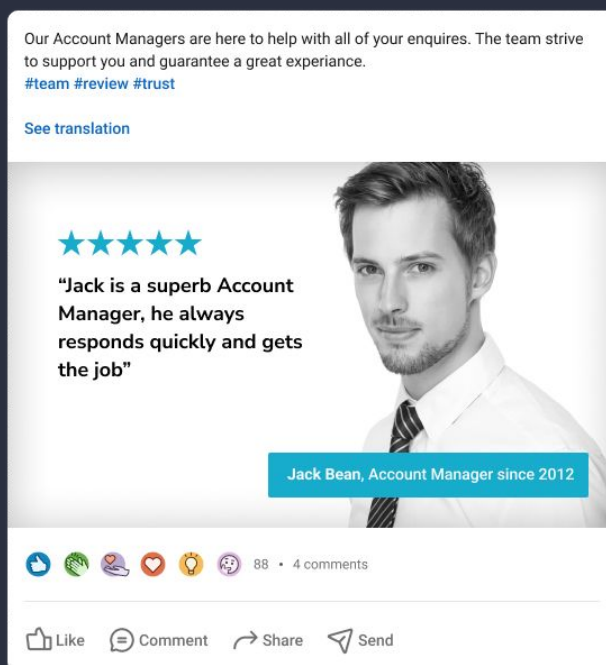
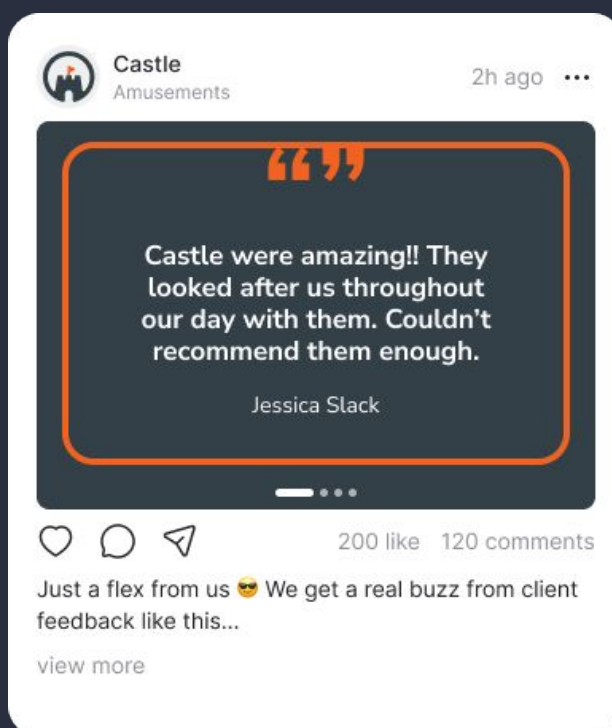
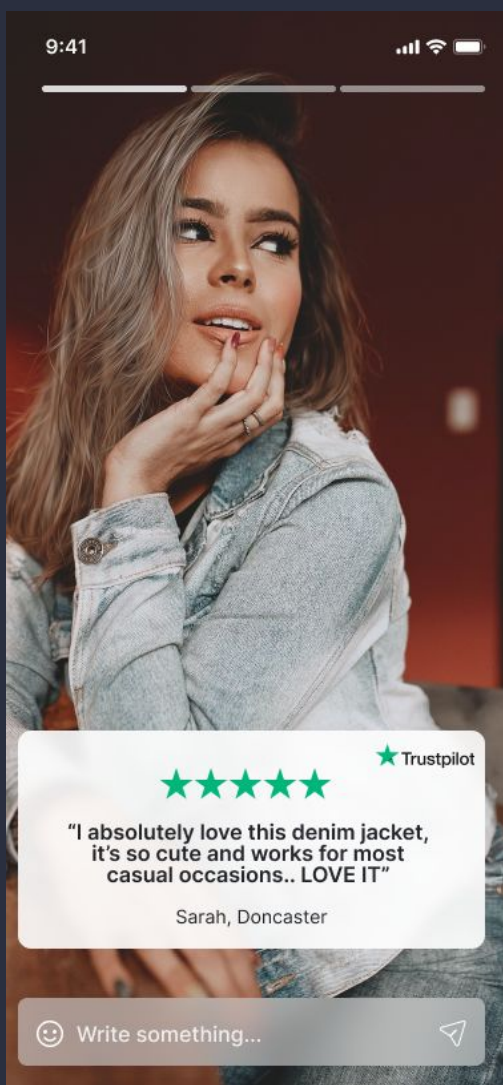
Incorporating verified reviews within your web pages is a great way to showcase credibility and instil trust as soon as a user lands on your website. There are tons of opportunities to incorporate reviews into your site including incorporating a trust signal banner on the homepage with key statistics and utilising a reviews integration such as TrustPilot or Review.io to showcase verified reviews across your site. If you're an ecommerce brand, incorporating product-specific reviews into product pages is a great way to encourage conversions.



# Utilising Reviews For Marketing

## Reviews On Social Media

Online reviews shouldn't be limited to your website alone! Posting them on social media platforms is a fantastic way to drive traffic to your website whilst instilling trust in users from the outset. Be sure to make them look beautiful and in-keeping with your brand though, otherwise they might not do your brand justice! There are various ways to post reviews on your socials so we've gathered a few examples here for you..



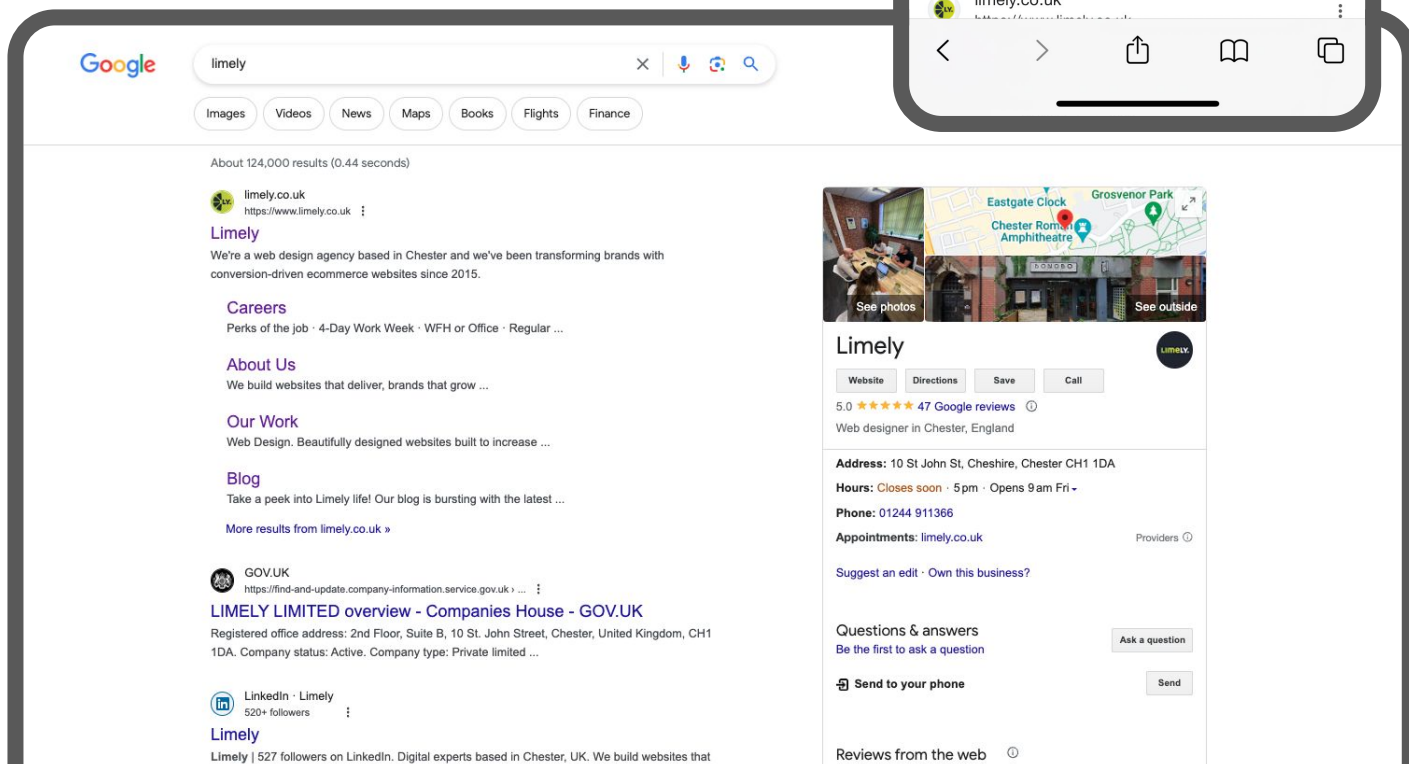
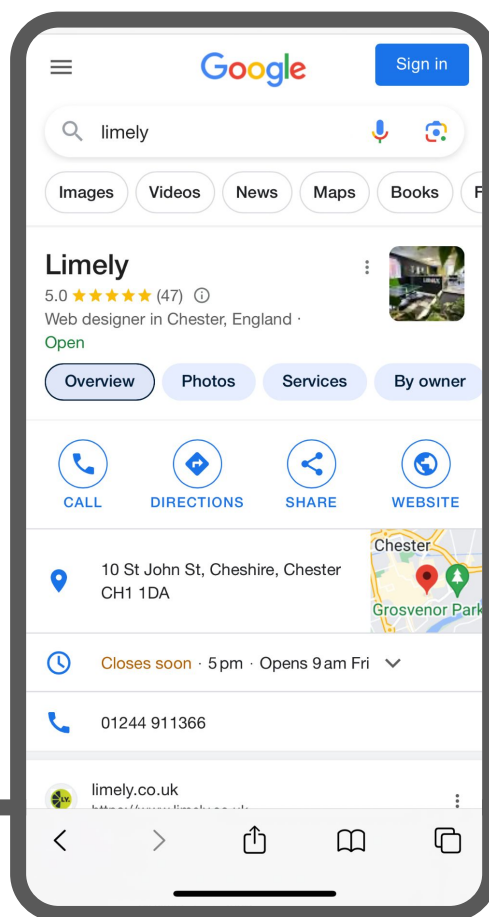
# How Do Online Reviews Impact SEO?



Not only do online reviews impact consumer decisions and provide ample marketing opportunities, they can also have a positive impact on your SEO rankings and organic visibility within search engines. In particular, Google reviews are a fantastic way to drive organic traffic to your site and improve your search engine rankings.

Be sure to set up a Google Business Profile if you haven't already, follow the steps we've previously discussed and we're sure you'll start to see some solid results in no time at all. Considering that consumers spend on average 31% more on businesses with excellent or 5\* reviews than those with less, focusing on gaining more reviews and following the best practices is a robust strategy for driving digital growth. [11]

Google not only monitors what your brand is putting out into the world wide web, it also monitors what other users are saying about your brand and how much they're interacting with your website. As reviews are proven to increase user engagement, users are more likely to spend longer interacting with your website and in turn, Google will recognise this and ultimately, reward your brand with higher rankings!



# Key Takeaways



- 1** Online reviews are paramount to driving success for any business
- 2** The more positive, verified reviews a brand has, the more successful they'll be
- 3** Reputation management is a crucial element for every brand strategy
- 4** The majority of people are willing to write reviews, just ask politely!
- 5** Customers will want to share their strong opinions on positive and negative reviews so be sure to give them something positive to write about.
- 6** All reviews should be responded to in a timely manner and with a consistent tone of voice.
- 7** Reviews can be utilised to drive growth by incorporating them into marketing campaigns
- 8** Online reviews not only increase brand loyalty and trust, but can also impact SEO and digital marketing efforts.
- 9** Implementing a robust, internal review process is crucial to managing reviews and ensuring a positive impression for all customers.

Whether you're a relatively new startup business or have been in the game for many years, we hope you've learned a thing or two about online reviews in this guide! Be sure to keep these templates handy when it comes to requesting, responding to and following up reviews and we hope you start seeing some valuable results in no time at all! We've created a handy checklist below so you can check that you have everything you need to drive success for your business!

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If you need help improving your online offering, speak to [www.limely.co.uk](http://www.limely.co.uk)

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