

**jellyfish**

**BUSINESS GUIDE**

# **Generating Social Media Reviews**

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# Introduction

## Summary

Generating social media reviews.

## Problem

Having recommendations and reviews for your business on social media platforms, like Facebook, is a great way to generate new business. Positive reviews from customer and clients can help build your brand. They also drive visitors, who are ready to make a purchase that meets their needs, to your website, otherwise known as qualified traffic.

## Solution

Take advantage of a growing audience on social media with best practice tips.



## Generating Social Reviews

Social media reviews are important in showing your potential customers that you have proven track record for delivering quality products and customer service.

Users are more likely to trust social reviews than website testimonials, because they come from real people, are considered genuine, and are difficult to falsify.

Social media reviews can come from many places. However, reviews on your Facebook business page is a good place to start. They are easy to find and easy for your potential customers to see.

If you have a new Facebook business page, and haven't collected many 'likes' yet, you can always request retrospective reviews from previous customers to enhance your profile. By asking customers for reviews, you're showing that you are proud of your work or products, and are confident that they have had a positive experience with your business.

Ask customers to provide a review in person, especially if you have given them particularly good service. It means they are more likely to do it.

Ensure your website is mobile friendly

# Tips and advice

## Making sure reviews are enabled

You can make sure reviews are enabled on your Facebook page by:

- Visiting your page 'Settings'.
- Locate the General Settings tab.
- Ensure the 'Reviews' option shows 'Allow visitors to review this page'.

## Leaving reviews

It's very easy for customers to leave a review. On Facebook, all your customer would need to do is:

1. Find your business page on Facebook.
2. Click 'Reviews'.
3. Choose a rating in stars.
4. Write a description of the good service or good product received.
5. Click 'Done'.

## Responding to reviews

You can also respond to your Facebook reviews by using a personal touch. Simply like or comment on the reviews as normal to engage with your audience.

**QUICK TIP:** Double check that you are using your business profile, and not using your personal profile.

