

8 BENEFITS TO Online Reviews



Social Proof Online reviews define your reputation. Your reputation is elevated as more positive online reviews are posted.



Tracking Yes! Online reviews can be tracked. Know for sure that the cost of getting online reviews posted is worth it.



More \$\$\$ Online reviews lead to more customers; more customers lead to more revenue; more revenue leads to a more profitable business.



Target Customers Online reviews will attract the right kind of customer, a customer who understands how you conduct business and is willing to pay what you charge.



Differentiation What your clients say about you and the service or product you offer defines the key differentiation points that will help develop your competitive advantage.



Confidence You can now say to the consumer, "Don't take my word for how good we are at what we do. Go online and see what our current and past customers have to say about us."



Increased Internet Footprint/SEO

Google gives more authority to what the consumer says about your business than what you say on your website, blog, or on social media.



Become a Rock Star Yes! You can become a rock star as your business gets more and more reviews. Consumers buy into "group think" and when they see a business with hundreds, if not thousands of reviews online, they psychologically conclude you are the one and only business they are going to use.

Congratulations! As a rock star, you are going "to play" (to sell) your product or service – at sold-out venues.

What the Research Says About Online Reviews



88% of consumers trust online reviews as much as personal recommendations. Search Engine Land

92% of consumers now read online reviews vs.

88% in 2014. Bright Local

Star rating is the **number one** factor used by consumers to judge a business. Bright Local

88% of consumers form an opinion by reading up to ten reviews vs. **84%** in 2014. Bright Local

73% of consumers form an opinion by reading up to six reviews vs. **64%** in 2014. Bright Local

68% of consumers trust reviews more when they see both good and bad scores. econsultancy

Between one and three bad online reviews would be enough to deter **67%** of shoppers from purchasing a product or service. econsultancy

Customers are likely to spend **31%** more on a business with "excellent" reviews. Invesp

74% say that positive reviews make them trust a local business more. Bright Local

92% of users will use a local business if it has at least a 4-star rating. Bright Local

72% of consumers will take action only after reading a positive review. Bright Local



86% of people will hesitate to purchase from a business that has negative online reviews. Invesp

At the same time, a single negative review can cost a business about **30** customers. Invesp

78% of U.S. adults believe it is very important to look up information about people and/or businesses online before deciding to interact or do business with them. Harris Interactive

P
N
P
O
I
N
T
M
A
R
K
E
T
I
N
G

reviewbuilder.biz | 13700 Veterans Memorial Dr., Ste. 355, Houston, TX 77014 | (832) 819-3990