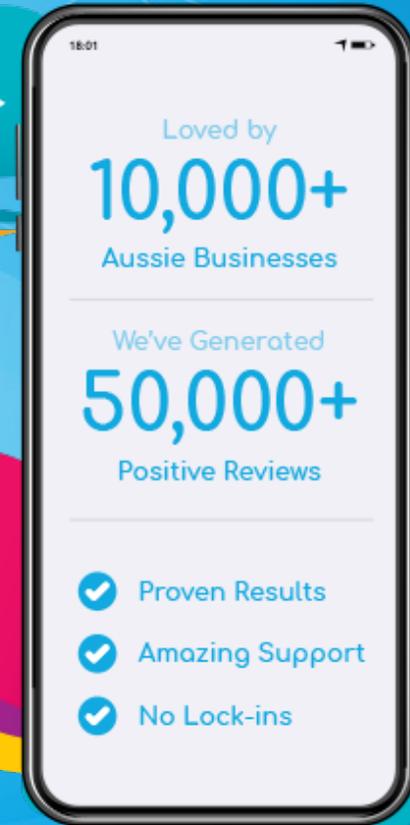




HOW TO GENERATE 100+ GOOGLE REVIEWS IN 90 DAYS GUARANTEED



Proudly
Australian
Owned



Local
Digital
Experts



Google
Street View
Trusted



Software with
Amazing
Service

TABLE OF CONTENTS

- THREE SIMPLE STEPS**

 4
 - It's all in the timing
 - Personalisation is key
 - Request reviews via SMS

- TIME IS OF THE ESSENCE**

 5
 - Asking at the point of interest

- PERSONALISATION IS KEY**

 6
 - Industry specific conversation examples

- REQUEST A REVIEW VIA SMS**

 8
 - Get your Google review link
 - Write and save an SMS template

- CUBE REVIEW CUSTOMERS**

 9
 - Industry specific SMS templates

- REACH YOUR TARGETS**

 15
 - Do you need more motivation



ONLINE REVIEWS HAVE NEVER BEEN SO IMPORTANT!

DID YOU KNOW...

Over 90% of consumers read online reviews before choosing a business to buy from?



Unfortunately, people tend to write negative comments, with only 6% of people leaving positive reviews!

The team at Cube Online has successfully assisted thousands of businesses nationwide, to acquire thousands of positive online reviews across Google and Facebook. Since 2015, we have helped generate over 70,000 reviews for our clients.

Here, we share our proven strategy to help your business acquire 100 positive reviews in just 90 Days!



IT STARTS WITH 3 SIMPLE STEPS

2. PERSONALISATION IS KEY

You want to make an impression on your customer. So, when asking for a review make sure you use their first name in any verbal conversations when sending an SMS or email and let them know how much you appreciate their review.

1. IT'S ALL IN THE TIMING

This is the most crucial element when requesting reviews. It's a good idea to invite your customers to provide feedback in person and then send them a link via SMS or email to your Facebook and/or Google My Business pages. We find that people are more likely to write a review when it's fresh in their minds.

3. REQUEST REVIEWS VIA SMS

This is something to consider; our stats indicate that sending a review invite via SMS is more effective compared to email marketing. And this is no real surprise – as a nation, 89% of Aussies now own a smartphone. Think about your audience and the ways they communicate – it's all about making it easier for them to respond to your invite.

TIME IS OF THE ESSENCE

As mentioned, if you want to generate more positive reviews, it's all in the timing. So, when should you ask a customer to write an online review? **Here, we explore the best practices on how you can ask.**

ASK AT THEIR PEAK POINT OF INTEREST



The best time to ask for a review is when a customer is happy with their purchase or the service they have received.

If you run a business that offers a service, then the best time to invite will be once you have finished your job or when finalising the sale.

If you run a business that sells products, the best time to ask will be at the point of sale.

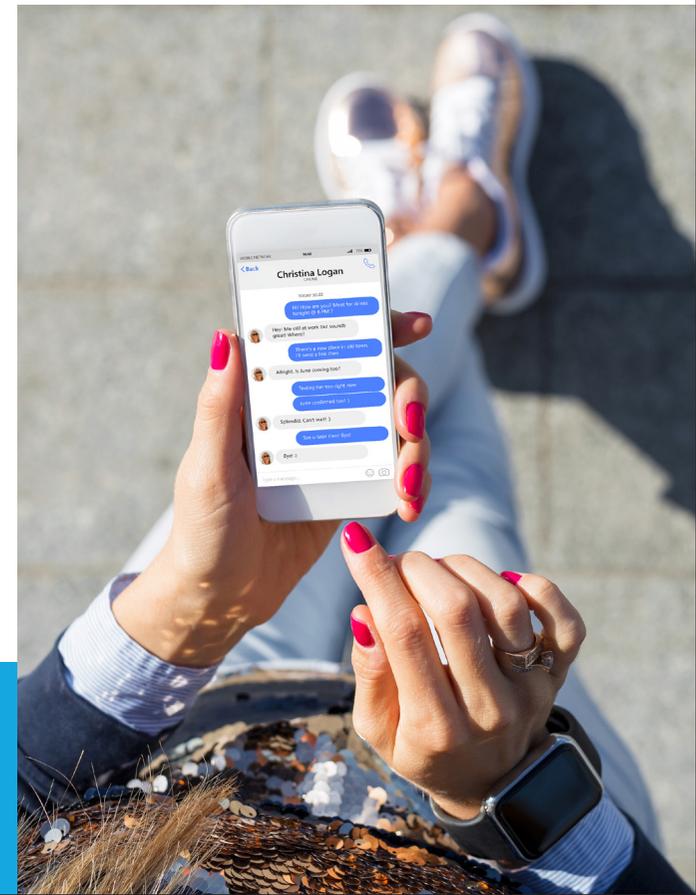
It's moments like these, that your customer is most likely to leave a positive review about their experience with your business.

PERSONALISATION IS KEY

There really is an art to asking customers to review their experiences with your business – not only do you have to time it, you also need to be aware of how you ask. Obviously, you wouldn't want to come across as 'pushy' or 'annoying', so, **here's an example of how you can ask:**

“As a small business we are trying to grow our online presence and would really appreciate it if you could leave us a review online.”

We have found that **9 out of 10 customers are happy to assist and say “Yes” when you ask them face to face.**





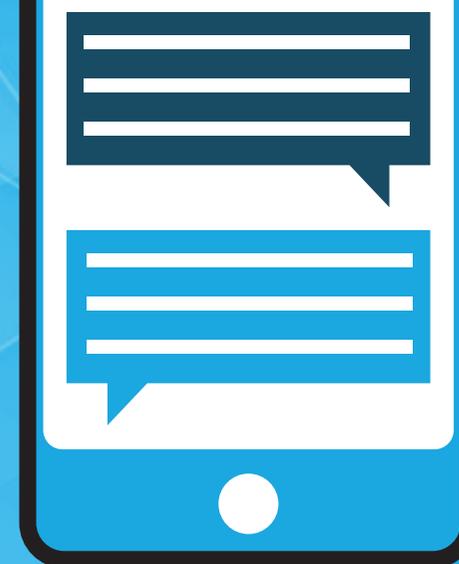
INDUSTRY-SPECIFIC CONVERSATION EXAMPLES

REAL ESTATE AGENT

When a tenant signs a new lease, we suggest that your property management team send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

EXAMPLE CONVERSATION

“Hello Peter, thanks so much for coming in today and congratulations on leasing your new home. Would you mind if I send you a text message now to review your experience with our agency? We would really appreciate it if you would leave a review on Google or Facebook.



HAIRDRESSER

The best time to ask your client to write a review about their experience with your salon is when you have finished a service and they have confirmed they're happy. We suggest that the hairdresser sends an SMS directly to them with a link to your Google My Business or Facebook pages after inviting them.

If you need some examples of how to ask, this is what we suggest:

EXAMPLE CONVERSATION

“Hannah, I really hope you like your new haircut – you look amazing! Would you mind if I send you a text message now to review your experience with our salon? I would really appreciate it if you would leave a review on Google or Facebook.”



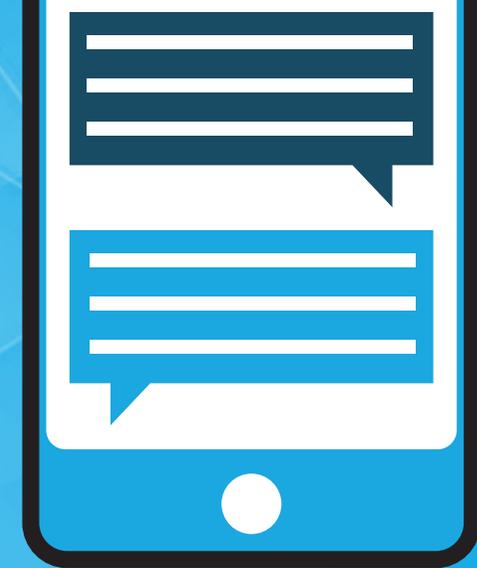
INDUSTRY-SPECIFIC CONVERSATION EXAMPLES

MECHANIC

So, you've finished servicing your customer's car and they've arrived to pick up their ride. Once they've fixed up the bill, and you've confirmed they're satisfied, it's a good time to invite your customer to write a review. We suggest asking verbally and then immediately send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

EXAMPLE CONVERSATION

"John, I really hope you're satisfied with our service today. Would you mind if I send you a text message now to review your experience with our service centre? I would really appreciate it if you would leave a review on Google or Facebook."



RETAILER

As you're finalising a sale with a customer, ask if they're happy with the products or services they've purchased and then invite them to review your business. Once they've indicated that they're happy to, send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

EXAMPLE CONVERSATION

"Thanks for shopping with our store and we hope you are happy with your purchase. Would you mind if I send you a text message now to review your experience with our store? We would really appreciate it if you would leave a review on Google or Facebook."

REQUEST A REVIEW VIA SMS

Follow this step-by-step guide to how you can quickly and easily send out SMS reviews:

GET YOUR GOOGLE REVIEW LINK

COMPUTER

1. Sign in to **Google My Business**
2. If you have multiple locations, open the location you'd like to manage
3. In the menu on the left, click **Home**
4. In the “**Get more reviews**” card, you can copy your short URL to share with customers.

When customers click your link, they'll be able to rate your business and leave a review.

Don't forget to save the new shortened link as we will be using it in the next step below.





WRITE AND SAVE AN SMS TEMPLATE

FOR IPHONE USERS:

1. Open the **'Notes'** app on your iPhone
2. Click **'New Folder'** (Choose either iCloud or On My iPhone) and name it **'SMS templates'**
3. Open up the new folder you just created **'SMS templates'**
4. Click the icon of the pen and paper in the bottom right-hand corner
5. Type in your message template. **Here is an example you can use:** "Hi [first name], thanks for choosing [your business name]! Would you take a moment to review your experience with us? We would really appreciate a review on Google [Google Review Link]"
6. Tap once on the screen and tab **'Select all'** to select all the text within the note.
7. Tap **'Copy'**
8. Open your **'Messages'** app
9. Create a new SMS message by clicking on the pen and paper icon on the top right of your screen
10. Type in the customer's mobile number
11. In the message field, tap once and click **'Paste'**
12. Put in the customer's first name
13. Click **'Send'**



Your template will now be saved in your **'Notes'** app. From now on, if you need to send an SMS invite you can just follow steps 6 – 13.

WRITE AND SAVE AN SMS TEMPLATE

FOR ANDROID USERS:

1. Open your note taking app. This may be a native app to your phone or you can download one of these apps from the Google Play Store:

- Evernote
- Google Keep Notes
- One Note
- Simple Note

2. Create a new **'Note'**

3. Type in your message template. Here is an example you can use: "Hi [first name], thanks for choosing [your business name]! Would you take a moment to review your experience with us?"

We would really appreciate a review on Google [Google Review Link]"

4. Tap once on the screen and tab **'Select all'** to select all the text within the note

5. Tap **'Copy'**

6. Open your **'Messages'** app

7. Create a new SMS

8. Type in the customer's mobile number

9. In the message field, tap once and click **'Paste'**

10. Put in the customer's first name

11. Click **'Send'**





CUBE REVIEW CUSTOMERS

If you're a **Cube Reviews customer**, then you can quickly open your app (if you're on your phone or tablet) or open the review generation form (if you're on a desktop).

Fill in the customer's phone number, email, and first name and click **SEND!**

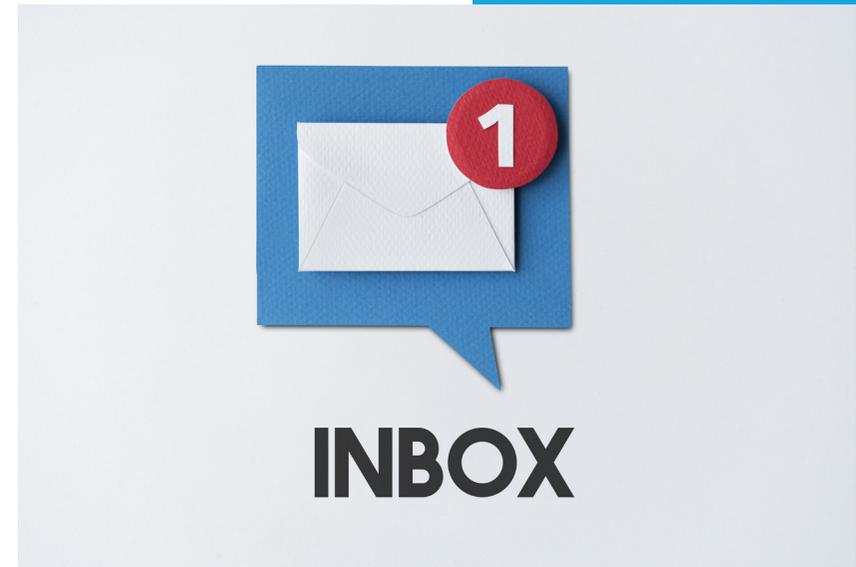
If they don't respond to you there and then, the Cube Reviews has an **automated follow-up feature** which will send out another request **2, 5 or 7 days** after doing business with you.



INDUSTRY-SPECIFIC SMS TEMPLATES

Feel free to use our free templates below for your industry.

Please note: you'll have to add your own information in the [square brackets] and don't forget to store it as a template to save yourself time.



REAL ESTATE AGENT

“Hi [First name], congratulations on leasing your new home. Would you take a moment to review your experience with our agency? Simply click here [Google Review Link] and follow the prompts.”

HAIRDRESSER

“Hi [First name], we hope you love your new haircut! Would you take a moment to review your experience with our salon? Simply click here [Google Review Link] and follow the prompts.”

MECHANIC

“Hi [First name], we hope you're happy with our service today. Would you take a moment to review your experience with our service centre? Simply click here [Google Review Link] and follow the prompts.”

RETAILER

“Hi [First name], we hope you enjoyed shopping at our store today. Would you take a moment to review your experience with us? Simply click here [Google Review Link] and follow the prompts.”

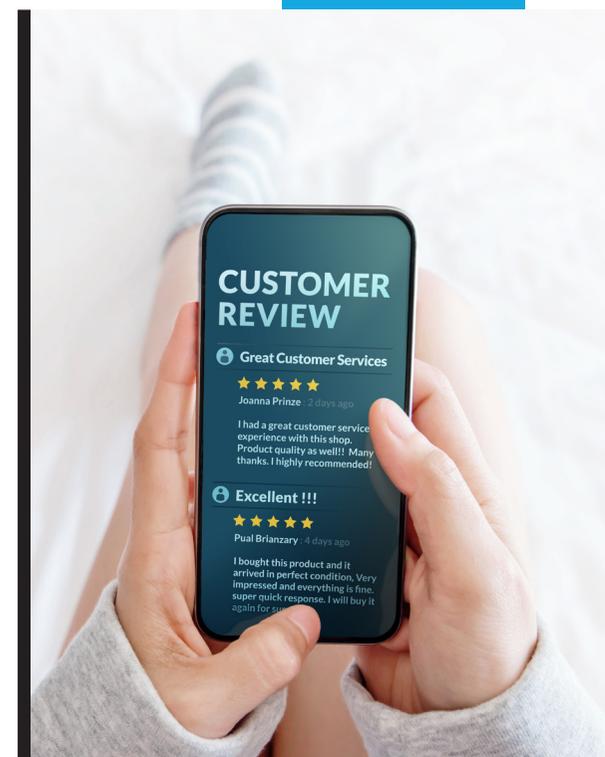
REACH YOUR TARGETS

YOU WANT 50 REVIEWS IN 3 MONTHS, RIGHT?

THAT'S 0.55 REVIEWS A DAY. LET'S SAY 1 REVIEW EVERY 2 DAYS.

That may seem unrealistic at first, but **we have a few tips to help:**

- Request a review from every client you deal with over the next three months at their peak point of interest
- Ask friends and family to leave a review. If you can think of 10 people who would be happy to leave you one, then you are on your way
- Send out a bulk email or SMS campaign. If you have an email list of clients send out an email to your previous and existing customers and use the suggested personalisation technique we mentioned before
- Create an incentive. This can be done internally in your business or externally to customers.
 - **Internally:** the staff member who generates the most reviews at the end of three months will receive a \$100 gift card.
 - **Externally:** leave us a Google review and get a 10% discount on your purchase.



DO YOU NEED MORE MOTIVATION?

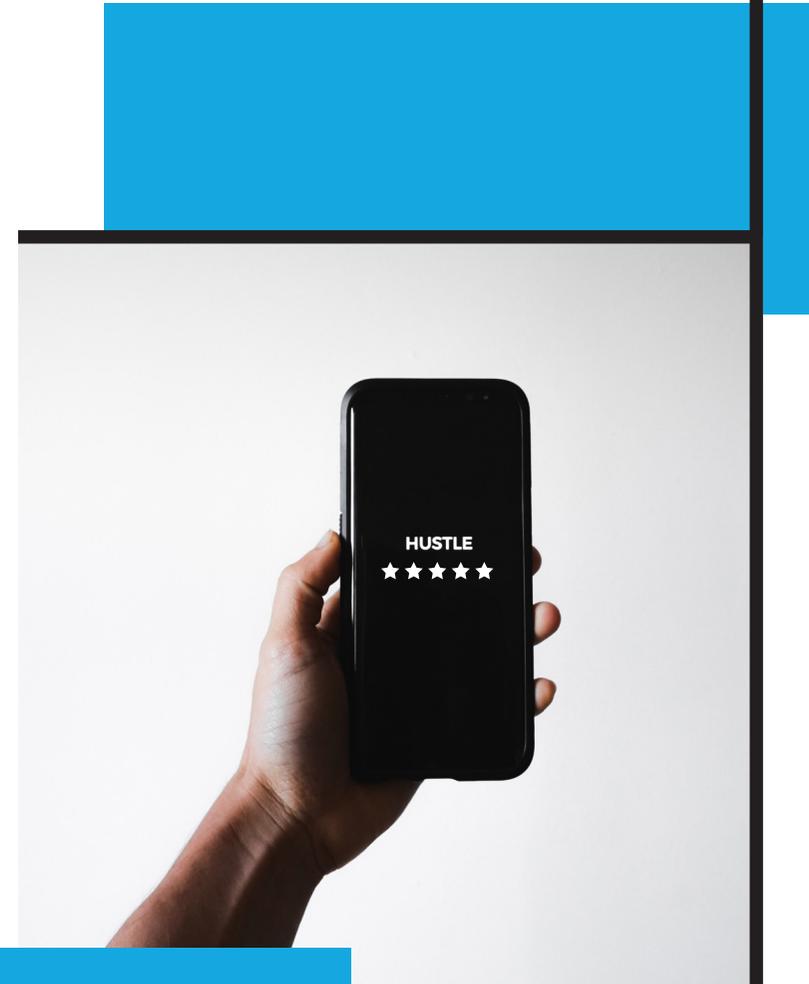
Just like going to the gym, or studying, it is easy to lose your motivation and forget about what you set out to achieve; it's the same when you're trying to reach your marketing goals.

That's why we have set the target for you of 100 reviews in 90 days – we want to inspire you to achieve your marketing objectives.

If this doesn't motivate you enough, then maybe this will: businesses within the top three positions on Google local search have an average of 43 reviews. Have you got 43 reviews?

What about your competitors, how many reviews do they have?

If you have over 43 reviews and more than your competitors, imagine the impact that an extra 100 reviews will have. You can really leave them in the dust!





SOFTWARE WITH AMAZING SERVICE

Generate, monitor and manage all of your customers' online reviews from one place – **Cube Reviews**. Join hundreds of other small businesses who use this clever software to enhance their businesses' online reputation. Check out this video.



At Cube Online, we all about Making Online Easy! Have a question or want to know more ways to boost your business's online presence? Get in touch with one of our awesome customer service representatives today.



www.cubeonline.com.au