12 Smart Strategies to Encourage Google Reviews

1. Host Free Community Events

Organise monthly events relevant to your audience, such as workshops or seminars. At the end, distribute handouts summarising the event along with a QR code linking directly to your Google review page. Encourage attendees to share their experience to help others find reliable services or information.

2. Include a Review Request in Leave-Behinds

If you leave behind receipts, invoices, or thank-you notes after completing a service, add a review request. You can handwrite the request or use printed business cards with a direct review link or QR code.

3. Ask for Reviews via SMS

With SMS open rates at 98%, sending a text request for a review is highly effective. Make sure your review process is mobile-friendly so customers can complete their review with ease.

4. Launch a Recipe Challenge on Social Media

Post a video of a popular dish or product, and offer the recipe or bonus to anyone who leaves a Google review. This incentivizes engagement and drives more reviews.

5. Offer a Discount on the Next Order

Provide a 10% discount card on the next order when a customer leaves a review. Hand this card over at the time of payment to encourage immediate feedback.

6. Send a Discount via Email

Alternatively, follow up with an email offering a 10% discount on a future order, triggered by the completion of a Google review. This approach works especially well for online orders.

7. Include a Review Link in Your Email Signature

Add a clickable link to your Google review page in your email signature. This ensures every email you send becomes an opportunity to collect valuable feedback.

8. Send Post-Purchase Thank You Messages

Immediately thanking customers after their purchase or service experience helps leave a positive impression, increasing the likelihood they will leave a review.

9. Respond to All Reviews

Engage with both positive and negative reviews. Responding to reviews builds trust and demonstrates that you value customer feedback, which encourages more people to leave reviews.

10. Create a Review Landing Page

Build a dedicated landing page on your website that consolidates your reviews and directs customers to leave feedback on Google. This makes the process easy and accessible, improving your review count.

11. Two Bonus Strategies

I've got two more proven strategies to help boost your Google reviews. If you'd like to hear more, let's schedule a quick call:
https://calendly.com/sharewrk/30min?month=2024-10