

The Digital Playbook

Smart Plays

Play Sheet: Get Started with Online Review Management

What it is

Online review management is the process of soliciting, monitoring, and acting upon customer reviews of your agency. These reviews might be generated across multiple sites, including Google. The goal of online review management is to enhance and protect your agency's reputation. It can also be a powerful, proactive marketing activity.

Why it's important

Managing customer reviews is critical, especially if you market your agency online. Consumers read reviews when deciding where to spend their money. Google uses reviews when considering how to rank a business in its search results.

According to marketing firm BrightLocal, 86% of consumers read reviews for local businesses. Another 68% say positive reviews make them more likely to choose a local business. But most insurance agencies only have a few reviews.

How to do it

- 1. Respond to online reviews**—Say thank you to positive reviewers for sharing their feedback. Respond as quickly as possible to the negatives. Be empathetic and open to legitimate feedback. When possible, refer the reviewer to your customer service specialists, who may be better equipped to address complaints and solve problems. Google has instructions on how to [be notified when someone posts on your business profile](#).
- 2. Ask for reviews**—Many agencies do a great job of delighting customers, yet few have a lot of reviews. The way to get more reviews is to ask for them! This can happen verbally at the point of sale. Better yet, include the request in a post-sale/service follow up email or text message. Link customers directly to your Google My Business profile. Google has instructions on [how to create a review link](#).
- 3. Use reviews as a marketing tool**—Incorporate positive reviews into your hardcopy and electronic sales materials, including your website. These reviews help build trust and validate your agency's key marketing messages.

Who can help

Progressive agents have access to preferred pricing from GatherUp. Their system can help you monitor and respond to reviews, automate customer review requests, post reviews on your website, and track reviews to help you find areas of improvement for your business.

Visit Progressive's [Digital Marketing Playbook](#), or go to gatherup.com/pgr or liftlocal.com/progressive-reviews, to learn more.