

# THE TOP 5 WAYS REVIEWS CAN GROW YOUR BUSINESS

Let the marketplace be your sales tool.



**There's an entire marketplace that you need to be aware of — a community of your customers that research and talk online.**

Online word of mouth is as powerful as a tip from a neighbor, providing potential customers with peace of mind before the sale, while giving them a reason to believe in you. With the **Bazaarvoice Local Advocacy** program, you can share the good things others are saying about your company and highlight them online, turning positive feedback into powerful reasons for your potential customers to choose you.

**Do you know how your prospective customers are finding you today?**

50%

## **CONSUMERS SEARCH ONLINE TO FIND A LOCAL PROVIDER**

50% of today's online searches are searches for local vendors.<sup>1</sup>

85%

## **CONSUMERS READ LOCAL BUSINESS REVIEWS**

Local business reviews are read by 85% of consumers as they're searching for service providers.<sup>2</sup>

12X

## **CONSUMERS TRUST OTHER CONSUMERS ABOVE YOU**

People trust online reviews and other consumer feedback 12X more than marketing messages from businesses.<sup>3</sup>

# SO HOW CAN YOU ATTRACT MORE CUSTOMERS?

**Your prospects need you to drown out the noise.**

Potential customers are finding reviews on your business on sites like Yelp and Google+ Local where your competitors are highlighted and your star rating may be suffering.

With this program, you can now encourage your advocates to write reviews that can be displayed on **your own site**, where you can engage in the conversation and impact the perception of prospects by the way you handle feedback and interact with consumers today. Respond to business concerns within your own digital environment and seek reviews from customers that love you to grow your online presence where customers are researching most.

Participating is as easy as responding to email — no complicated tools or management required.

**Customers are *already* talking about your business online** —

you now have a chance to solicit reviews, join in the conversation, and drive more prospects to your door!

## LEARN THE TOP 5 WAYS THAT REVIEWS CAN GROW YOUR BUSINESS

**Get started today to take advantage of this program and drive the growth in the following ways:**

**1 Convert prospects** and **increase sales** through a strong online presence where you are the topic of conversation

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**2 Capture customer referrals** and build a streamlined database of **customer references**

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**3 Get customers talking** about what differentiates you from your competitors

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**4 Improve profitability** by understanding where improvements are needed, real-time

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**5 Gain insight** into what's important to your customers; capitalize on the online conversation about your strengths



**WHO IS BAZAARVOICE?** This advocacy program is hosted by Bazaarvoice, a company that reaches more than 400 million people every month as they view and share opinions about the products and services they buy and use. Bazaarvoice moderates all reviews within 24-72 hours to ensure feedback is appropriate (i.e. no inappropriate language) and authentic (i.e. no spam).

