

# Reputation Guidebook

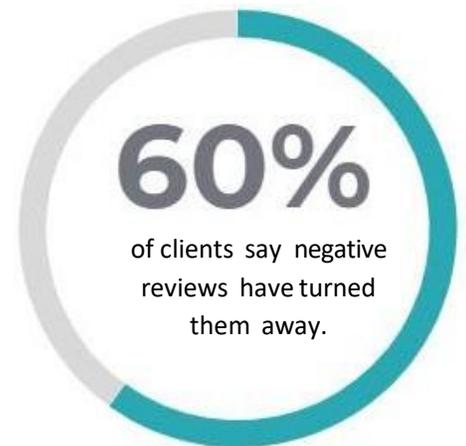
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"Managing Your  
Online Reputation"

# How Review Management Increases Your Bottom Line

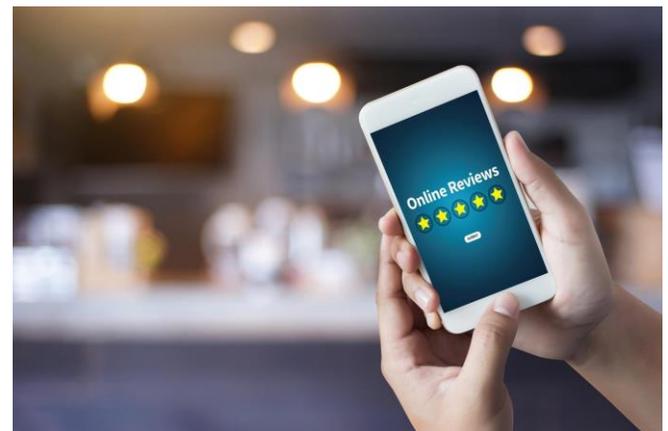
Online reviews are a valuable resource of information for clients and businesses alike. From Google My Business to Facebook and more, pet owners are now turning to reviews as a trustworthy source to help them form an opinion about your veterinary hospital. A review management strategy will help your practice reach new pet owners, boost your online visibility and reputation, and drive new client traffic.

## The Power of Reviews



## Why You Need Client Reviews

- 90% of consumers read online reviews before visiting a business. Reviews play a large role in shaping a consumer's opinion about a brand.
- When customers are likely to spend 31% more on a business with excellent reviews, it's essential to know reviews equal revenue.





## Your Reviews Increase Your Online Visibility

Over **50% of** **‘veterinarians near me’** searches result in a physical visit.

When one local search results in hundreds of pages of information, it's **essential** to be at the top.

Did you know the first page on Google claims 92% of all search traffic?

Reviews account for 15% of how Google ranks a local business, due to the relevance of reviews have on your business's reputation and authority.

Taking the time to respond to reviews doesn't just earn your business more reviews---Having a large number of **high quality reviews** directly increase your local search rankings as well — further enabling brand discovery!

## Why Do Clients Leave Online Reviews?



Clients leave online reviews because they want to **feel heard**. Online reviews let clients give honest feedback about your business. Responding to reviews shows clients that you care about their opinion and will make them more likely to return to your business. [85% of consumers](#) trust online reviews as much as personal recommendations, so it's clear that a review management strategy is worth the time.

## What Does this Mean for Your Brand?

Monitoring reviews will help your brand identify areas of improvement. Reviews

- provide you with an opportunity to engage with customers.

- [Optimizing your review management strategy will lead to a direct increase in sales due to the large impact reviews have on purchasing decisions.](#)

# Managing Your Online Reputation

## LISTEN

### Reviews & Social

- Get insight into your practice by monitoring your reviews.
- React quickly to customer complaints and positive feedback with review responses
- Monitor mentions, hashtags, comments, photos, and videos on social media.

## RESPOND

### Create a Plan & Find Your Voice

- Prior to addressing customer feedback, did you establish your “response plan” with your ROM on how best to respond to comments, conversations, and reviews appropriately?
- Define a voice that's in line with your clinic's personality and tone. Most importantly, always remain authentic. Authenticity goes a long way when building a loyal client base.

## REPEAT

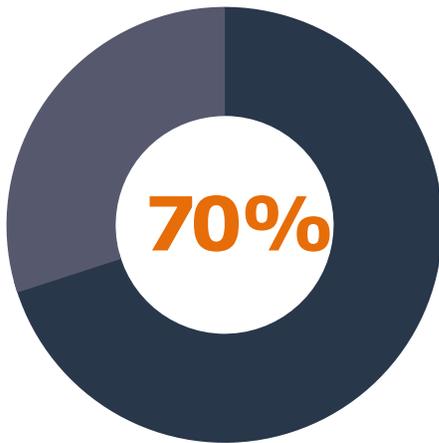
### Implement a Routine

- Monitor & respond to reviews daily.
- Regularly monitor & track analytics.
- Delegate tasks to your team.
- Identify areas for improvement.

# Best Practices for Review Responding

## Negative Reviews

Although negative reviews can be frustrating to receive, they can be used as a learning tool and an opportunity to rebuild a connection. Responding to negative reviews highlight your clinic's commitment to customer satisfaction and **show you care**.



70% of unhappy customers will

visit your clinic again if you FIX the problem.

### Respond Quickly

No one likes to wait for a response. When a client takes the time to write a review, it needs to be treated as an urgent matter to show you're actively listening to them.

When a business doesn't respond quickly, the issue can grow larger for the customer and they may be less likely to change their mind about returning to your business.

### Be Authentic

Customers want to know it's an authentic human responding to them - not a bot or mechanism. Keep the marketing speak and jargon out of the equation. Keep it real, conversational and honest, and your client will appreciate it.

## Responding to Negative Reviews Continued...

### Keep it Polite

It's important to take the high road when responding to negative reviews. Even if a client posts a low-blow, try to keep your response polite, civil and aimed at the problem at hand: the client's dissatisfaction.

### Be Sympathetic

Empathize with the client's complaints. Saying "I'm sorry we missed the mark" or "I understand" can go a long way in making a client feel like their opinion is valid and valued.

### Think of Future Pet Owners

If a potential client were to read that bad review, what concerns would they have? That their order will arrive late? That their food will be bad? Find a way to address these issues in your response and set the worries of potential pet owners at ease.

### Always Take it Offline

When responding publicly, provide a phone number, email address, or another method where they can reach you outside of the public review site.

Taking the conversation offline will give you a chance to get more information about their experience and make it right.



# Best Practices for Review Responding

## Positive Reviews

Congrats, you received a glowing review! Positive reviews show you who your brand advocates are. As promoters of your business, it's important to THANK YOU CLIENTS for positive reviews and treat it as an opportunity for creating a relationship. Writing the right review response to a positive review can create a repeat customer who tells their friends and family about your business.

**+31%**

Clients are willing to spend [31% more](#) on a business with excellent reviews.

### Write Their Name

When you want to create a personal connection, always start by saying someone's name. It shows you care about who your customers are enough to engage with them as individuals. Maybe you'll even remember their name the next time they pop into your your business.

## Responding to Positive Reviews Continued...

### Express Your Gratitude

There are a lot of ways to express gratitude. People want to feel heard, especially when they shared a detailed review online. Instead of limiting your reply to a thank you, dive into the details.

By mirroring the client's reviews, you practice active listening. This is also a great way to incorporate any keywords you want to use for SEO purposes. Give immediate value or inside knowledge.

### Entice Them to Return

They obviously loved what you had to offer, now encourage them to become a repeat customer! Whether you tempt them with an add-on service or just let the client know you can't wait to see them again, you have given them a reason to come back and bring their friends!

### Thank Them Again & Sign Off Thoughtfully

Close the response with a thank you to drive the key message home. Most importantly, express how grateful you are for their loyalty and their willingness to advocate for your business.

Sign off with a warm, positive sentiment. Signing off with your role to the client gives a personalized touch behind your business online. You can reference the next time you plan on seeing them again or give another nod to their experience.



# What's Next?

## Scaling Your Reputation Management Strategy

You've now learned the importance of reputation management and what it takes to optimize your online reputation. So what's next? Now it's time to think about how to implement your knowledge and attract local consumers to your business — at scale.

Chatmeter will help you and your team monitor, respond, and analyze all reviews, comments, and questions no matter how many locations are part of Innovetive Petcare.

If you don't control the conversation around your veterinary practice in time, someone else will.

Establishing an efficient reputation management strategy will help you quickly address reviews and improve online visibility.

Want more information on how to take control of your reputation? Head over to [chatmeter.com/blog](https://chatmeter.com/blog) for more resources or contact IPC Marketing.



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