

# Review Responses

## Fully Managed Solution: Requires Reputation Management

Our talented marketing strategists will respond to all negative and positive reviews on behalf of your business. This includes weekly monitoring of each time your business is mentioned online.

### What to Expect Next!



#### Schedule onboard

Our team will send you an **email scheduling an onboarding call**.



#### Onboarding call

**Onboarding Call:** Our team will conduct an **onboarding call** with you to gather any additional information needed to complete the setup.

- Claim or connect review sites if possible. We will attempt to claim any free, relevant review sites for your industry.
- Verify the contact information of who at your business will be responsible for handling negative review approvals.



#### How we respond to different kinds of reviews

**Positive, Negative, and Star-only:** Different reviews call for different responses.

- **Positive** reviews will be drafted and posted, thanking the reviewer.
- **Negative** review responses will be drafted and sent to your business for approval. You will have 24 hours to reply with edits. If no reply is received the drafted response will be posted on your behalf.
- **Star-only** reviews—both positive and negative—will be responded to with a pre-approved response. No approval is required.



#### Review violations

**If Reviews Violate Site Standards:** Sometimes malicious reviews can occur. If this happens and the review is deemed in violation of the terms of service for a specific site, we will flag the review for the site to take action. If the site agrees the review was posted in violation of their terms of service, they will take the review down.



#### Mentions

**Weekly "Mentions" Searches:** Be aware of what people are saying.

- On a weekly basis, our team reviews any online mentions of your business that we have gathered.
- For any negative mentions, we will notify your business by email, with a link to the website the negative mention was found on.

#### Notes:

- Your business will be provided with a monthly report concerning review responses.
- A negative review can be flagged by request from the business, but must adhere to site term violations or the request will be rejected.