

REACTING VERSUS RESPONDING

TO ONLINE REVIEWS



REFLECT

Don't overreact, take a moment to reflect and respond rationally.

REMEMBER

Don't get angry: remember who is that person, why are they reaching out, and how can you help them?

RESPOND

Take the conversation offline, and tell them you will reach out to them directly.



RESPECT

Always start off by saying Thank you!

REPEAT

Repeat your companies name in your response, it's great for SEO and Brand Recognition.

REFER

Ask questions to get more info. The next person who reads the review might choose you because of your positive response.