



4 SUCCESSFUL WAYS

TO USE CUSTOMER REVIEWS TO INCREASE REVENUE

Studies show that approximately 93%¹ of shoppers read online reviews before making a purchase, and 84%² state that they trust online reviews just as much as a personal recommendation from a friend. The more positive reviews your business receives, the more likely it is that potential customers will trust your brand.



Try out these four successful methods for using customer reviews to increase revenue:

1. User-Generated Content

As you begin collecting reviews from existing clientele, you can quote them in all your content from blog posts to email marketing campaigns. A study by Nielsen Consumer Trust Index concluded that approximately 92%³ of consumers trust user-generated content more than traditional advertising methods.

So, use it to your advantage!

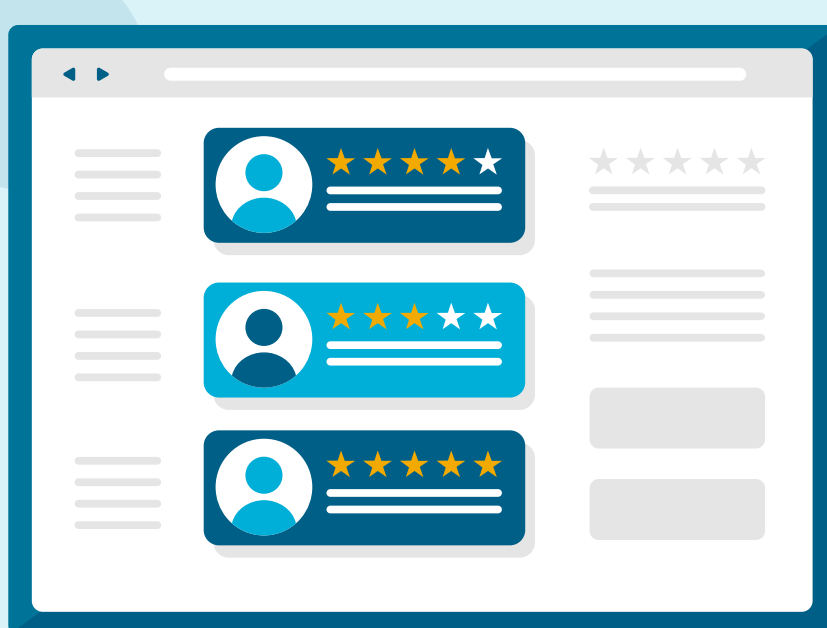


2. Feature Customer Reviews on Your Social Media

As you build your social media presence, it's essential to include customer reviews as part of your marketing strategy. Since approximately 71%⁴ of consumers make a purchase decision based on social media recommendations, it is a great platform for sharing your customer reviews to attract more potential customers

3. Social Proof on Landing Pages

Social proof is the perception that a particular product or service is **legitimate, safe, or correct**. It can make a huge difference when convincing people to buy from you. Including reviews on your landing pages helps convince new buyers to take immediate action, especially since they won't have to search far and wide for reviews before they decide to buy.



4. Leverage Customer Reviews in Abandoned Cart Messages

Approximately 88%⁵ of online shopping orders will be abandoned by consumers. However, that doesn't mean the sale is completely lost. You can still use the data you collect from these abandoned carts to improve your conversion rate and increase revenue. Instead of letting that potential sale fall flat, start including existing customer reviews in your abandoned cart messages.



Show Your Customers that Your Company Operates with Integrity by Getting BBB® Accredited

Getting accredited by the BBB is a great way to show that you're a trustworthy business that values your customers. It also shows that you're serious about providing exceptional customer service.



Get accredited by the Better Business Bureau® today: bbb.org/get-accredited

¹ <http://learn.podium.com/rs/841-BRM-380/images/2017-SOOR-Infographic.jpg>

² <https://www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html>

³ <https://www.nielsen.com/us/en/insights/article/2012-consumer-trust-in-online-social-and-mobile-advertising-grows/>

⁴ <https://blog.hubspot.com/blog/tabid/6307/bid/30239/71-More-Likely-to-Purchase-Based-on-Social-Media-Referrals-Infographic.aspx>

⁵ <https://www.statista.com/statistics/457078/category-cart-abandonment-rate-worldwide/>