

# BEST OF THE BEST

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# Tried And True Practices for Turning Online Reviews Into Revenue

According to a survey of 2,202 individuals conducted by Morning Consult, a global Intelligence company ([morningconsult.com](http://morningconsult.com)), 60 percent of respondents said that poor reception by other reviewers would dissuade them from buying a particular vehicle. More than any other reason surveyed, reviews make a significant difference to car shoppers. As a matter of fact, consumers give more weight to online reviews than interior features and mileage of the car itself!



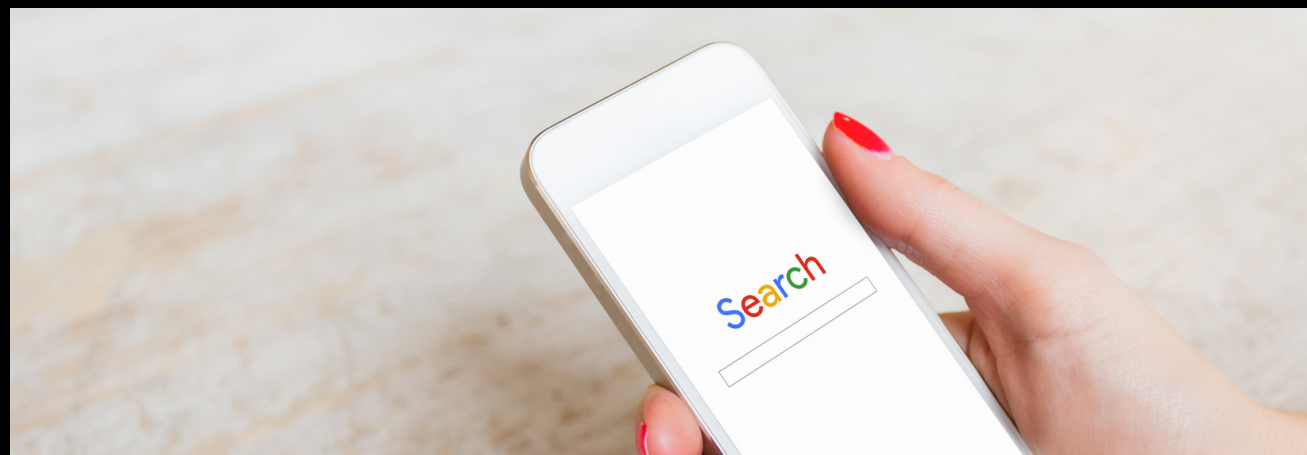


With that kind of consideration from consumers, It is important that auto dealers put at least as much thought into an online review strategy as they do online advertising, and with the right moves, online reviews can become the foundation of your digital brand.





## START WITH GOOGLE MY BUSINESS



When in-market shoppers search for "your brand" dealerships near me, they'll likely be using Google and Google My Business returns will dominate the first page, as well as map searches.

87%

**of consumers say they read  
reviews for local businesses**





To be in the "3-pack" of top businesses Google lists, your GMB profile should take advantage of all the opportunities to maximize content that matters to shoppers. And reviews are a type of content that is growing in importance for discoverability in Google local search. In fact, reviews are the second most important factor for local search, just behind having a GMB listing.

Did you know that having over 100 photographs in your GMB listing can make a big difference in your ranking? Also, GMB listings include a Q & A section. Use that feature to highlight differentiators and optimize for important keywords.



Don't stop with GMB though. Be sure to have a review strategy for the six other automotive review platforms: Facebook, DealerRater, Cars.com, Carfax, Yelp and CarGurus.





# ASK FOR REVIEWS



It sounds so simple, doesn't it? You always ask for the sale when you are serving an in-market shopper. Asking for a review after you've provided excellent service to a customer is even easier!

Consider making the review a part of your closing activities. That's the time your customer is most likely to be excited about their new car and/or service experience with you. Tell your customers one of your priorities is providing them with a 5-star experience. Send them a real-time invitation with review software, like Friendemic's Reputation Accelerator, and ask them leave the review while you're putting the finishing touches on their car or paperwork. Also, texting the review invitation versus sending it via email can generate 5x more reviews.

## CONTENT FUEL

Be sure and get photos and video for social media, too. With Friendemic's Content Fuel and Video Ignition apps, you can quickly and easily create the media you need and get permission from customers to use on your social channels in just a couple of easy steps.

## DMS INTEGRATION

For those customers that aren't offered a real time review, leverage DMS integration offered by reputation software (again, a standard feature with Friendemic's Reputation Accelerator) to automate review invites.





# RESPOND TO REVIEWS

Research shows that responding to reviews is highly correlated to star ratings, as consumers reading the reviews appreciate the participation and gracious comments from the business, and are more likely to participate in a positive manner. Likewise, you've likely seen consumers "pile on" the negative comments when a local business doesn't involve itself in the review dialogue.







A sincere note thanking customers for a positive review makes a good impression on them and other shoppers. Similarly, a note on negative reviews that provides contact information for the General Manager or Service Director goes a long way in showing you care about your customers. No need to apologize or admit a problem occurred - simply give the consumer the opportunity to give you direct feedback. Often times a consumer will appreciate the opportunity to be heard and might even update the review, if asked.





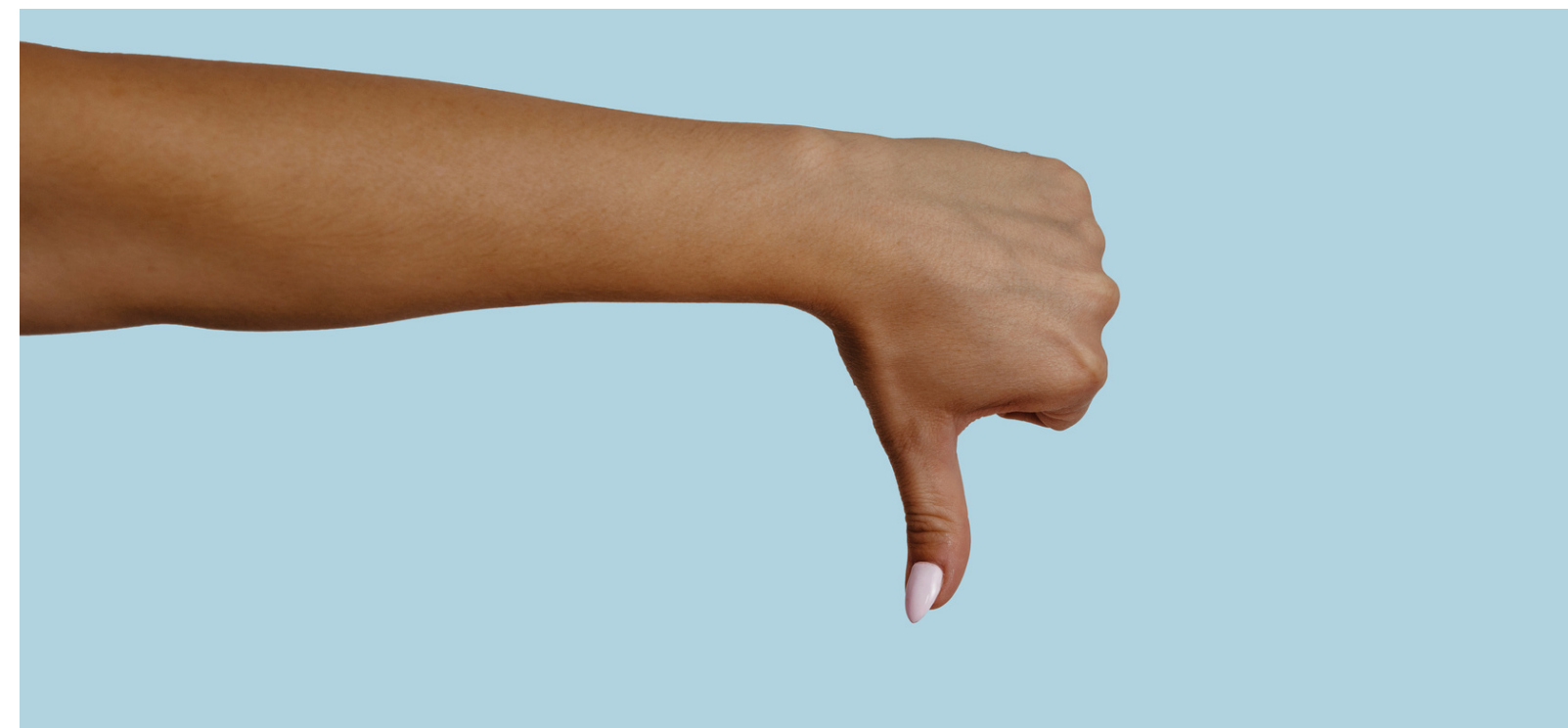


# DO'S AND DON'TS OF REVIEW RESPONSE

DO use every opportunity to optimize for SEO, including descriptions, questions and answers and more.

DO turn on messaging and chat.

DO include photos and videos - the algorithms love them and so do humans!



DON'T leave out contact information  
almost 20% of online shoppers will call, or  
even show up at the dealership.





## REGULARLY MONITOR REVIEWS



Just like other aspects of your dealership, you'll want to regularly monitor reviews and other content, especially if you give employees the opportunity to add videos and photos (with you retaining administrative control, of course.)

Friendemic's reports are customizable and are run in near real-time, so you'll know right away when someone submits a review. Similarly, setting up alerts within your reputation management software will keep you apprised of what consumers are posting about their experience in your dealership.

Friendemic offers alerts for positive reviews and negative reviews, as well as alerts for feedback that the consumer can privately send to the dealership via the Review Invitation (an exclusive feature of Reputation Accelerator).





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If you or your social media team need help responding to reviews, our response team can do that too. Our goal is to make it simple for you to fully leverage the power of reviews to grow revenue. Even more, our team is committed to responding to reviews within 24 hours, using your key brand guidelines, signatures and response approval process.





# ADD THEM ALL - SALES, SERVICE & PARTS

At this point, most dealers have claimed their GMB sales listing...after all, automotive dealerships are the second most popular Google My Business listing in use! That's not the end of the Google good news though.

Auto dealerships can add up to three GMB listings, so it's the perfect opportunity to include service and parts as separate listings with their own reviews, photos and videos, descriptions, questions and answers, etc. Having separate listings will help customers find information more quickly and those extra listings give your dealership the chance to place at the top of Google pages in organic search - especially as Google indexes those service and parts reviews to better understand the full scope of your dealership.





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# Thank You

