SOCIAL MEDIA RESPONSE IN THE AGE OF INSTANT EXPECTATIONS

THE SAVVY MARKETER’S GUIDE TO SOCIAL MEDIA REVIEW MANAGEMENT
WHY IS SOCIAL MEDIA RESPONSE IMPORTANT?

These days, customers have a specific set of expectations for brands. Whether it be various ways to contact customer service, an easy return process, or a seamless online shopping experience, customers expect more from businesses.

Since we can't read our customers' minds, we have to find other ways to gauge their experience. That's where social media monitoring comes into play.

Monitoring social media reviews is more critical than ever. But it's not enough just to see what customers are saying about your brand online. You have to respond to the good, the bad, and the ugly. And you have to do so in a way that is professional, yet on-brand.
WHY IS SOCIAL MEDIA RESPONSE IMPORTANT?

Because the reality is, potential customers are reading what past customers are saying.

In fact, 97% of customers read reviews for local businesses to aid their shopping experience. (BIA/Kelsey)

In other words, how you manage the reviews you receive online is just as important as your customers’ experience with your brand.

But don’t just take our word for it.

Before we dive into some best practices for your social media monitoring strategy, let’s take a look at the hard numbers.
90% of respondents who recalled reading online reviews claimed that positive online reviews influence buying decisions. (Dimensional Research)

86% of respondents say buying decisions were influenced by negative online reviews. (Dimensional Research)

93% of consumers say online reviews impact their purchasing decisions. (Podium)

89% of consumers read businesses’ responses to reviews. (BrightLocal) 3.3 is the minimum star rating consumers would engage with. (Podium)

68% of consumers will leave a review if asked. (BrightLocal)
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THE VALUE OF POSITIVE REVIEWS

- A one-star increase in Yelp rating leads to a 5-9% increase in revenue. (Harvard Business School)
- Customers are willing to spend 31% more on a business with excellent reviews. (Invesp)
- 92% of B2B buyers are more likely to purchase after reading a trusted review (G2.com)

Reviews = more sales, more trust, and more customers.

It is critical to understand the repercussions of negative reviews and why you need to have a process to address them.
THE COST OF NEGATIVE REVIEWS

- 94% say an online review has convinced them to avoid a business. (ReviewTrackers)

- Only 13% of consumers will consider using a business that has a 1 or 2 star rating. (SearchEngineLand)

- Four out of five consumers have changed their minds about a recommended purchase after reading negative online reviews. (Cone Communications)

- Businesses risk losing as many as 22% of customers when just one negative article is found by users considering buying their product. If three negative articles pop up in a search query, the potential for lost customers increases to 59.2%. (Moz)

WITH ALL THAT BEING SAID, HOW CAN BRANDS MAKE THE MOST OF SOCIAL MEDIA REVIEWS?

HERE ARE A FEW BEST PRACTICES YOU CAN IMPLEMENT TO STEP UP YOUR SOCIAL MEDIA MONITORING STRATEGY AND POLISH YOUR ONLINE PRESENCE.
BEST PRACTICE 1: RESPOND TO ALL REVIEWS, EVEN THE POSITIVE ONES.

Responding to positive reviews—or reviews with at least four stars—goes a long way among your most loyal customers. It’s a common recommendation to respond to every review you receive, but even replying to only about 25% of the reviews will increase engagement significantly and show customers you care.

Using daily trigger emails and following your action plan will ensure the right team members are notified about positive reviews. This gives them the chance to respond or document if the issue has been addressed.

EXAMPLE RESPONSE

Thank you for taking the time to leave a review! We appreciate all feedback and are happy to hear that you enjoyed your experience.
Social Media Response in the Age of Instant Expectations

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Best Practice 2: Have a Plan for Addressing Negative Reviews.

Negative reviews—or reviews rated three stars or lower—can be tricky to deal with. Often, customers feel that leaving a poor review is the only way to have their voice heard. As a result, responding to negative reviews is one of the most important aspects of excellent customer service.

So how should you approach this?

First, encourage the customer to message you privately. That way, you take the conversation out of the public eye. Then, based on the situation, offer what solutions you can.

To ensure the interaction goes smoothly, make sure the right team members are aware of the situation. Typically, if an issue is resolved within 24 hours, customers are likely to update their rating.

Example Response

Thank you for taking the time to leave a review! We appreciate all feedback and would like to hear more about your experience and how we can improve. Please fill out this contact submission form so we can reach out to you directly.
BEST PRACTICE 3: MONITOR THE RIGHT KEYWORDS.

The most effective way to track your brand’s presence on social media is to monitor the keywords that matter most to your company. That way, you can be confident that you see everything you need to see.

These keywords might include:

- Your company’s name
- Your company’s social media handles
- Any company hashtags
- The names and hashtags of campaigns
- The names of your products

Be sure to also monitor for misspellings or keywords similar to the ones above. Covering your bases is the name of the game when it comes to keyword monitoring.
BEST PRACTICE 4: MAKE TEMPLATED RESPONSES AND CUSTOMIZE PER CUSTOMER.

Responding to reviews—especially negative ones—requires thoughtfulness, professionalism, and a bit of caution.

The best way to respond to reviews efficiently is to create a series of templated responses. You can organize your responses by the situation, like if a customer is having trouble using a product, or by sentiment.

However you decide to organize your responses, make sure you personalize each response per customer. Templated responses, though helpful for saving time and ensuring you say everything you need to say, can come across as detached.

Therefore, by customizing each response, you make the customer feel seen and heard.
Tracking social media reviews is time-consuming. It requires consistency, timeliness, and attention to detail.

Especially if your managing reviews for multiple locations, having a devoted set of eyes on your brand can be helpful and more effective.

Shoppers' View can monitor your social media accounts and respond to them using our dedicated team of customer service specialists.

We work with you to define the solutions that are right for you, and our team follows them to a T.
We know the importance of addressing negative reviews and working to solve the customer issue. But sometimes reviewers take things too far.

Expressing an experience with a brand is one thing, but it’s another to falsely accuse a brand of something that is blatantly untrue. These types of situations warrant the removal of the review. But how do you know if a review should be taken down?

Reviews of this nature should be taken down or flagged for removal as soon as possible:

- Reviews that contain racist, illegal or threatening language
- Duplicated reviews that are copied and pasted onto similar businesses’ sites
- Fake reviews
- Negative reviews left by the same person under different profiles
- Negative reviews left by the same person for multiple locations

Use your best judgement when dealing with these types of negative reviews. Remember, always remain professional and courteous, even when dealing with the worst of the worst customer reviews.
Always be courteous and professional.
Only use approved practices unique to your company.
Always remain objective.
Keep responses positive and concise.
Thank the reviewer regardless of the rating (any feedback can be used to make improvements).
When responding to reviews, link to a form the customer can fill out with their contact information so you can follow-up with them as needed.
Enable daily alerts from all sites via email, as well as documentation of the resolution with an escalation status. For example, a review with a negative impact might have two stars or less.
“[…] when businesses respond to customer reviews -- good or bad -- their ratings subsequently increase. That increase is due, at least in part, to how little people like confrontation.

- The Harvard Business Review