

ADVISR

The Ultimate Guide to Online Reviews

How customer reviews impact
brokerages and brokers



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Reviews ★ ★ ★ ★ ★

Customers utilise reviews to help them **make decisions** about nearly everything these days. From booking hotels, choosing a new appliance or finding the right insurance broker

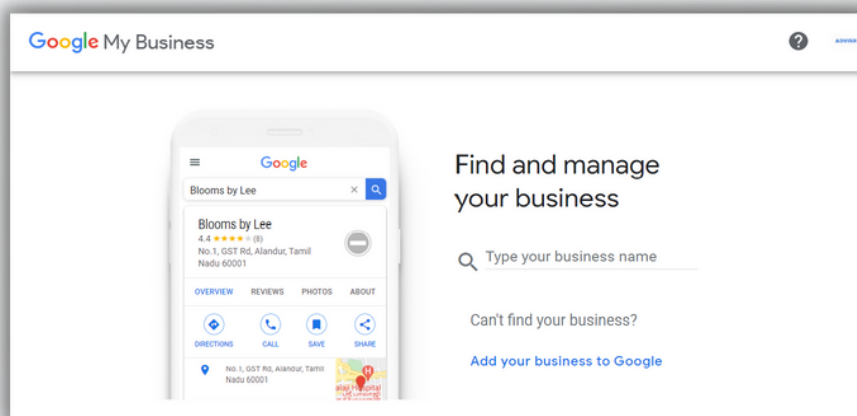
How to set up Google Reviews



1. To find the Business Profile you want to request ownership of, use either of these methods:

a. Go to **business.google.com/add**.

- Enter the name and address of the business, then choose it from the search results.



b. Find your business on **Google Search** or **Google Maps**.

- Under the Business Profile, click Claim this business.

2. Click Continue.

You'll get a message that says someone else verified the profile. If you're authorized to manage the profile, you can request ownership from the current profile owner.

3. Click Request access and fill out the form.

4. Click Submit.

Tip: The current profile owner will get an email that asks them to contact you and you'll get a confirmation email.

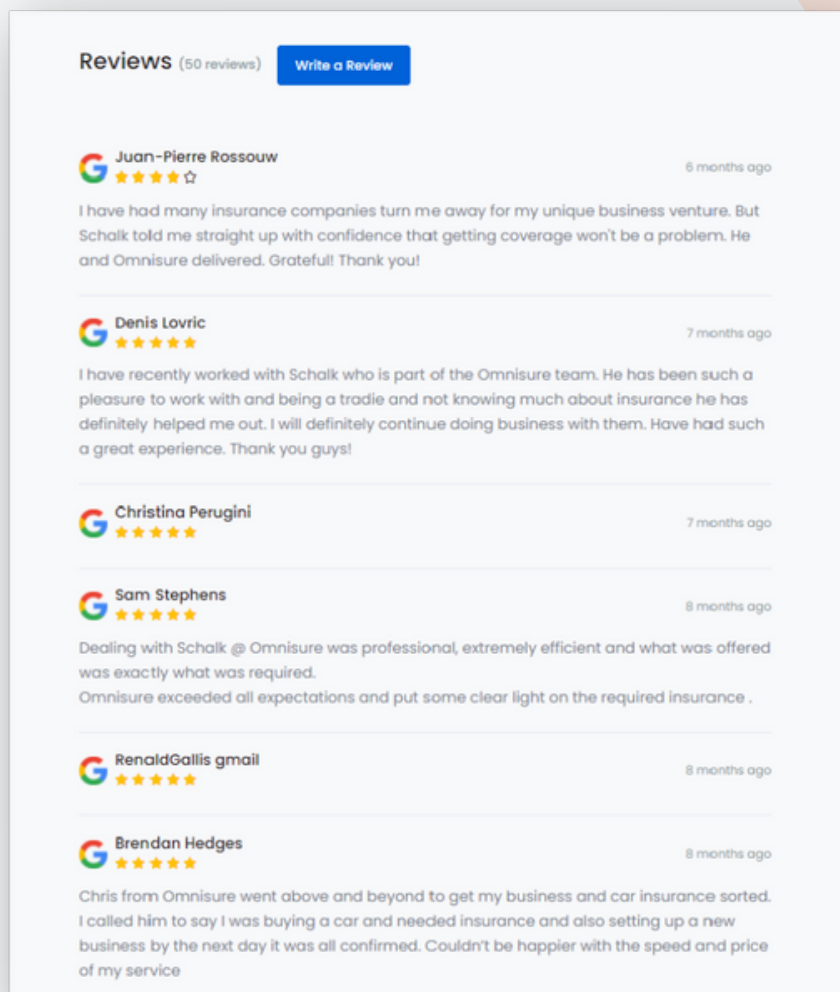
Why Google Reviews matter

Google reviews are part of **Google My Business accounts**. Making sure that your Google My Business account is set up correctly and reflects your business accurately is an essential part of your businesses digital marketing success.

Where Google reviews are seen

- Google Search Results - when customers are searching
- Integrated into third party sites like Advisr or your website

ADVISR



Pros and Cons of Google Reviews

Pros

- Google reviews are public and widely available
- Google reviews are trusted by consumers - it is Google!
- You can reply to a Google review providing two sides to the story, etc.

Cons

- Google reviews are hard to have removed
- Some customers require an incentive to be motivated to share a review
- Very public - both good and bad reviews will be seen by many



ADVISR Reviews

“Customers on Advisr are more likely to select and engage with a broker or brokerage that has customer reviews”

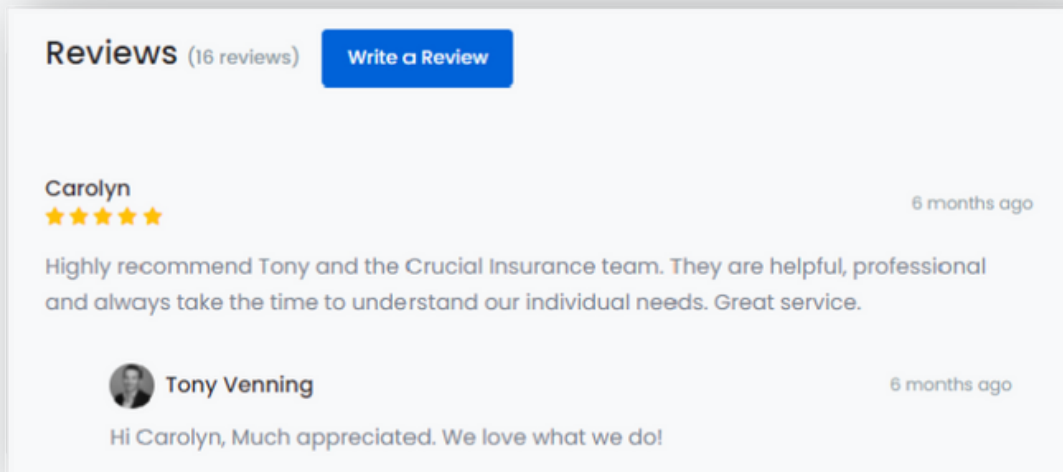
Andy Jamieson, Advisr Founder



Why do Advisr reviews matter?



Focused on individuals, not just the brokerage.



More Personal



People like dealing with people



More individual



Lift conversion rate for referral business



Build your career

How do customers find a broker?

How customers find and connect with an insurance broker has changed. Whilst historically, a referral from a trusted friend came with a phone number to call. Those days are now long gone! Prospective customers will Google you before they reach out and connect.



Ask their networks for referrals or suggestions of a good insurance broker



Type the insurance brokers' name into Google



Review what Google shows them

Tip: Advisr profiles are automatically optimised to rank well in Google



Advisr Customer Reviews are incorporated into Google results

See stars under your name

How to build customer reviews



Ask existing customers who have reviewed you elsewhere

If you already have reviews or recommendations on other sites such as LinkedIn or White Pages, ask those same customers if they mind posting the same on your Advisr profile, too. It can be a great excuse to offer to take them for a coffee.

Ask your best clients

Do you have any clients who have thanked you or given you great verbal feedback recently? Why not ask them to put it into writing so you can add it to your website?



Timing it right

It sounds obvious, but consider when you ask, as well as how. Ask the clients who have been most happy with you recently or the ones you've gone the extra mile for who have achieved a great outcome from your services recently.

How to build customer reviews



Provide a suggestion to make it easy

When you ask for a written review, **give an outline** with some points about what you'd like them to include. This means they don't have to think so much about what to say.

For example, ask the client how they found your communication, advice and knowledge, and what they were most satisfied with. Including an example of a review you've already received can be a great way to prompt action, as it will give them an idea of the length and content to include.

How to build customer reviews

Draft something specifically for them

If you're very familiar with the client, make it as easy as possible for them. If you simply ask for a review, they'll likely add it to their to-do list. Write something specific and make it easy for them to prompt instant action, for example:

"Hi Sarah, I was wondering if you'd be so kind as to write a review for me on Advisr. (include the direct link to your profile) Something that describes how I've helped you, for example 'John has helped me to navigate the different levels of cover for my business and focus on what's most important to protect myself without breaking the bank'. Thanks for your support."



How to build customer reviews



Prompt reviews via your website or email signature

Add a line to your website and email signature saying if people have had positive experience please share it by giving a review on Advisr. Offer freebies such as tickets to events, or lunch, to people who take the time to give you a review. Reviews take time and offering an incentive shows you value the reviewers time.

Offer to return the favour

Tell your client you're happy to return the favour on a site of their choosing, for example by on their Google or Facebook business page.



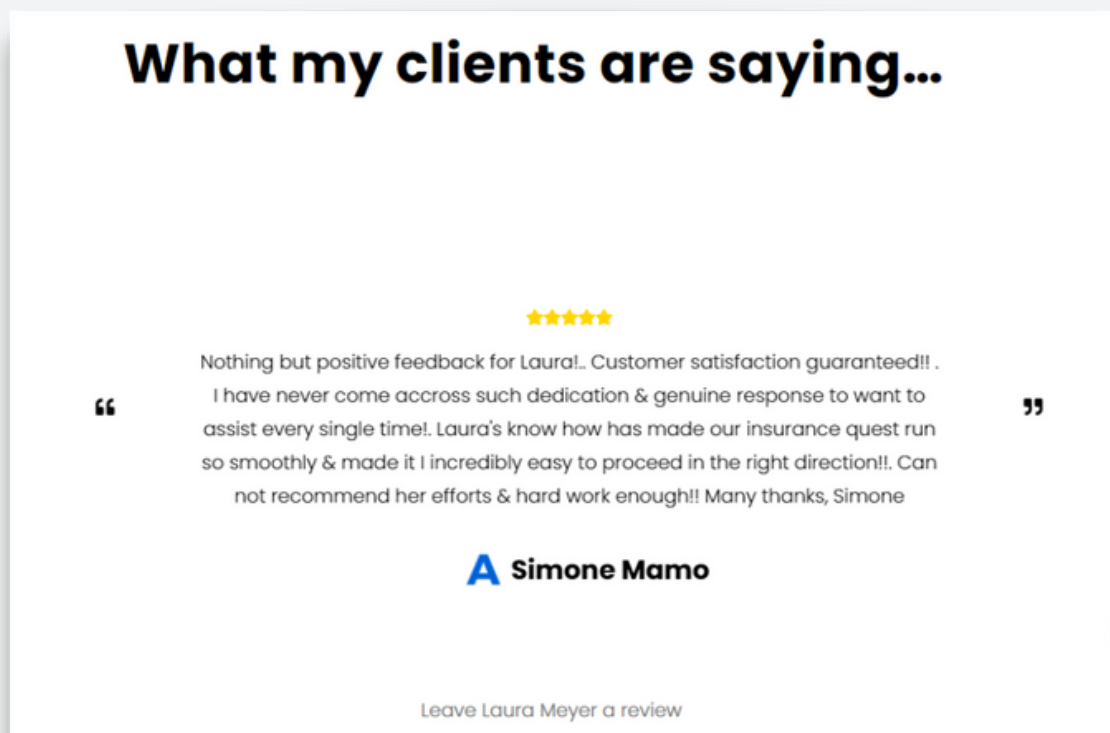
7 ways to build customer reviews

- ☐ Ask existing customers who have reviewed you elsewhere
- ☐ Ask your best clients
- ☐ Timing it right
- ☐ Provide a suggestion to make it easy
- ☐ Draft something specifically for them
- ☐ Prompt reviews through email signatures or your website
- ☐ Offer to return the favour

How to incorporate individual reviews into your website

1

Natively embed them



How?

Get in touch with the Advisr team to help generate your custom code

[Message here](#)

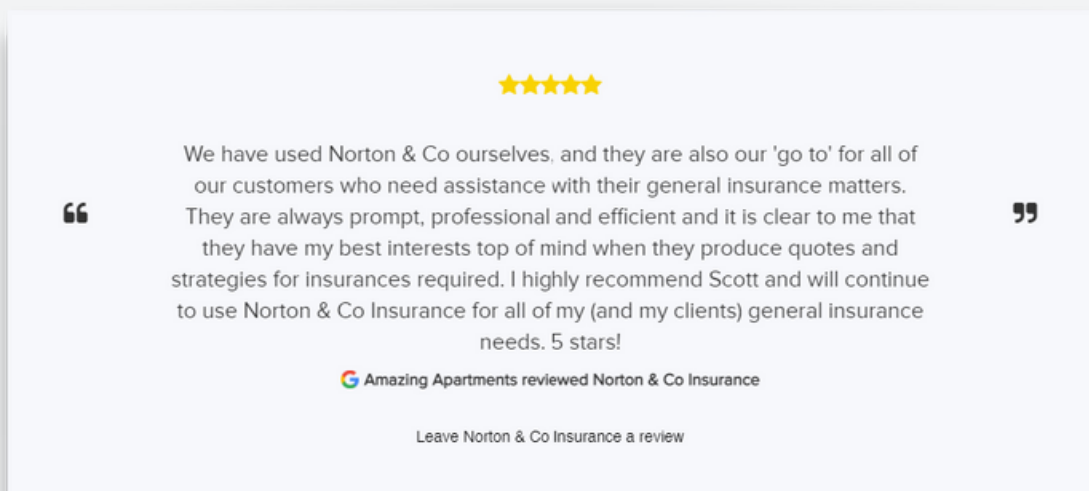
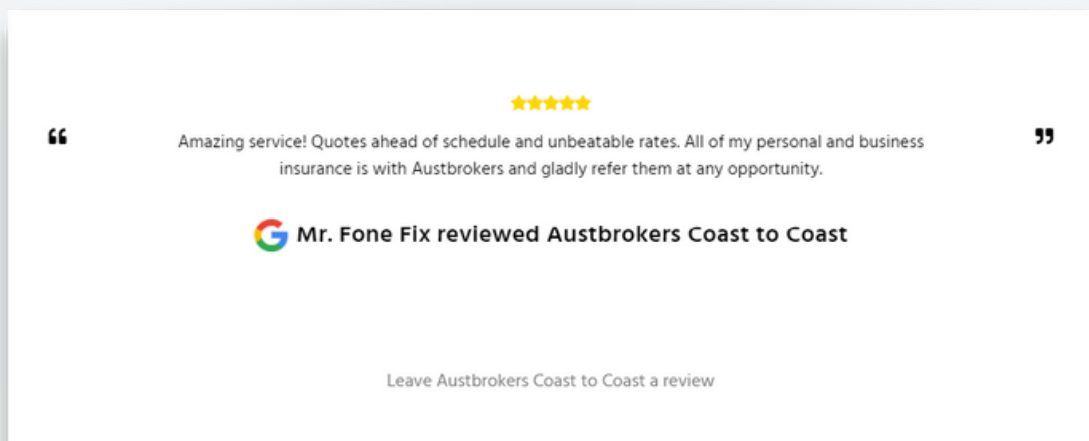


How to incorporate individual reviews into your website

2

Utilise The Advisr WP Toolbox

Showcase the Advisr Plugin from Wordpress and link to it.



[Download Here](#)



Got questions?

Email us:

support@advisr.com.au

Reach us thru:

