

## CHOOSE HEADINGS SUITABLE TO THE PARAGRAPHS

# How to Respond to Positive Reviews

Here are a few of the things you should keep in mind when responding to positive reviews for maximum impact:

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The reviewer just said something nice about your company—it would be poor manners if you didn't thank them! Be sure to always thank the reviewer first and foremost, so they know that their kind deed didn't go unnoticed. After all, they didn't have to leave you a nice review or give you feedback at all. Show your appreciation and make it personal.

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Reviews are often left immediately following a purchase, visit or specific experience. Time is of the essence for you as the business owner. If you let a positive review sit for months before responding, it looks like you didn't care at all about it, even though your customer cared a lot about you. By responding as soon as you can, you show how appreciative you are of the customer.

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Nobody likes to read lengthy responses, keep it short and sweet. Do your kind customers a favor and keep your message brief but impactful. If you say too much, the value of your words could decrease, and you might even come off a little too enthusiastic. Short and simple wins, every time

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Most people agree that robots pretending to be humans on the internet are not cool, so don't act like one! Customers can immediately tell if they are getting a cookie-cutter automated response versus a warm, real human connection. This person took the time to talk about your company, so the very least you can do is give them the decency of a real response. Don't forget to sprinkle in specifics or personality while keeping it short.

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Responding to positive reviews is great, but if you want to maximize your success, it's important to add in a small call-to-action. Make it feel natural. It could be anything: asking them to share their experience with their friends, sign up for another appointment, or find you on social media. It's up to you and your business goals. But it's smart to strike while the iron's hot and invite reviewers to take further action while they're happy.

source: <https://broadly.com/blog/how-to-respond-positive-reviews/>