



# Facebook Business Reviews

How to gather and manage your  
Facebook Reviews

# Let your customers close the sale for you.

Customers trust friends, family, and even strangers more than they trust a faceless brand. The numbers tell us this story: Eighty-four percent of people trust online reviews as much as they trust their friends,<sup>1</sup> and only one third of customers say they trust most of the brands they use.<sup>2</sup> So what can you do about it?

Share positive customer feedback with your prospective clients. Showcasing real customer reviews lets readers know what people are saying about your product.

This lets you get out of the way of your own success while still being able to control the conversation. You can showcase positive customer experiences that speak for your brand.

But where are you going to get reviews that sell your service? Try the platforms where your customers congregate. Like Facebook.

## Why should I use Facebook Reviews?

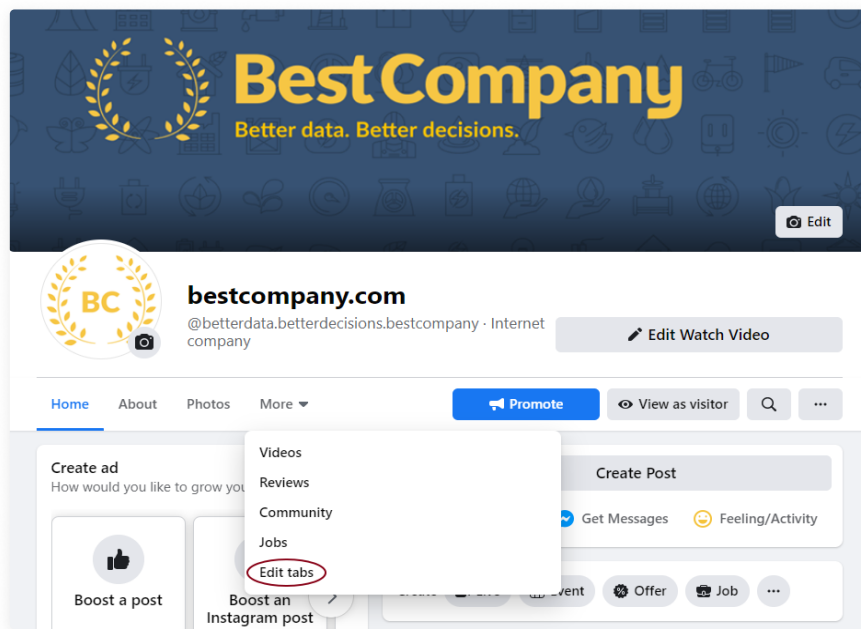
If you read our article on Facebook Reviews (also known as Facebook Recommendations), you know that Facebook has 2.7 billion active members, and two thirds of those members visit the page of a local business or event each week.<sup>3</sup>

Facebook is an accessible, mobile-first platform that customers check every day. It makes sense that people consult it while on the go to find the best restaurants, dentists, photographers...you name it! Facebook is your tool to get closer to your audience.

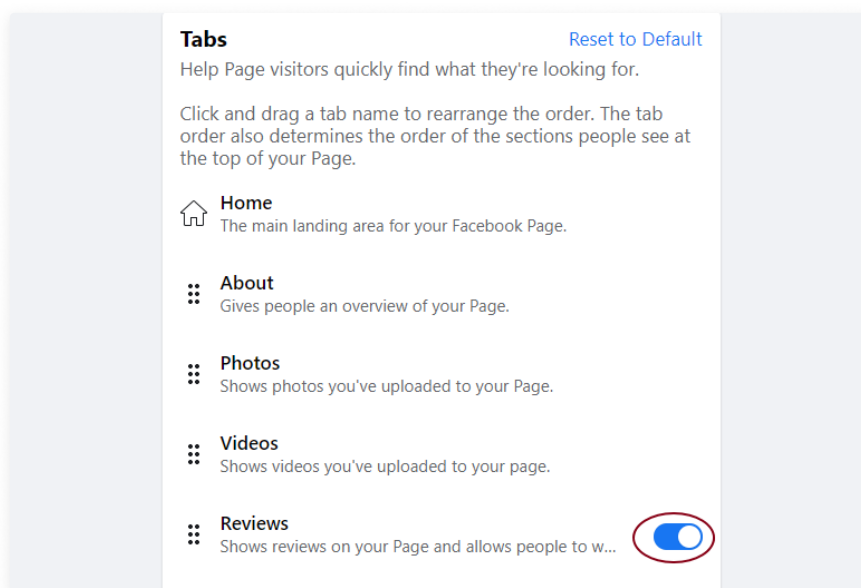


## Setting up your page for Facebook Reviews

1. Under the More dropdown menu, click Edit Tabs.



2. Toggle the Reviews Section to On.



# Come one, come all: Gathering your Facebook reviews

Your page is open for business, and you're anxiously awaiting the recommendations that can make or break your rating. Now for the hard part: getting your reviews.

Don't wait for reviewers to come to you. You could be waiting forever. Instead, you can take these actions to build your engagement.

## ○ Talk with your friends and family.

Some review platforms don't allow friends, family, or employees to give you a rating because of bias. Facebook, however, has stated no such stipulation. If you're comfortable asking friends, employees, and family for reviews, Facebook is the platform for their feedback. If they've used your business, let them know about your quest for more reviews and they're sure to lend a hand.

## ○ Check in with your regulars.

The people that schedule a regular followup with you or come in every day will be happy to give their feedback. Let them know that you'd appreciate a review. Not only will it be easy to break the ice with people you talk to regularly, but their reviews will be positive and detailed.

Asking your regulars will spread the word outside your sphere of influence. That's because Facebook reviewers share their recommendations with their friends list, exposing your business to hundreds more potential customers who see a glowing review at the forefront of your services.



**TIP :** Facebook lets users report reviews that are unfair recommendations. These include paid or incentivized reviews. Steer clear of offering cash or coupons for a rating!

## ○ Advertise your Facebook.

If you want people to engage with your Facebook, they have to know it exists. Share your Facebook page

- on business cards
- on placecards in your business locations
- on your website
- in email newsletters
- in your email signatures



Facebook should be a social profile stamped on your company messaging. That way, if customers want to engage with your brand more, they're directed to a platform that also lets them leave a review and share your content with their audience.

**TIP:**

Get with Google! Make your Facebook profile public and ensure the details on your Facebook page match the details on your Google My Business profile. Boom! Your Facebook profile should appear on your Google My Business in no time.

## ○ Follow up over email.

You can send your customer a black-and-white receipt. But many email services can do way more after a transaction.

Include links to your Facebook page in post-transaction emails, asking customers to leave a review. This further qualifies your reviewer, because you know they've bought from you and the purchase is fresh on their mind. Research has proven that most customers will leave a review if you ask!

## ○ Follow up over text.

Texts have a 98% open rate. Emails? Not so much. Just like you can send a receipt over email, you can also wrap up a transaction through text. This is the time to slide in that Facebook link.

## ○ Share your reviews.

People still don't know your Facebook exists? Share your reviews on your other social media groups. Instagram, Twitter, and LinkedIn are great for reaching your audience, but you can't get a star snippet from those sites like you can from Facebook. Get your fans and followers from other sites to check out your Facebook page by sharing your glowing feedback.

# Write back soon: Responding to your reviews

Your work is never done. Reviews compound, and when you get one review it's more likely you'll receive another.

The same goes for responding to reviews. If customers see that you respond to their concerns, and your Facebook followers see your reviews 2x more than they would without a reply, more reviews will come pouring in.

Here's what to say to your reviews, so you'll never end up tongue-tied.

## Responding to bad reviews

Imagine a customer came into your store with a complaint about the product they bought last week; you'd rush to assist them! Your response must be nearly as quick online. If time is of the essence and you can't reply to every comment, prioritize responding to your bad reviews.

Here are your lightning-fast tips to address the issue:

### Personalize it

Unless you're a large company sifting hundreds of reviews, skip the form response.

### Apologize

Empathize with the reviewer and validate their experience.

### Include a resolution

Let the customer know how you plan to resolve the issue. Should they reach out to talk with customer care? Are you refunding the purchase?

### Pass the review along

Give the information to someone internally who can resolve the issue.



#### TIP:

Our blog has more detailed advice on [responding to every type of customer review: good, bad, and neutral](#). You can also check out the [most common reviewer personas](#) and how you can respond to make everyone happy.

## Responding to good reviews

Another 5-star response. Good for you! But don't leave your reviewer hanging. If you've got a minute, go the extra mile using these steps:

### Thank your reviewer

Common sense!

### Share the review

Whether internally or on your socials, spread the good news.

### Include a CTA

Ask the reviewer to reach out if they have problems, or mention your referral program to attract even more customers.

You can see why one good review might lead to another if you play your cards right. Encourage your happy customers to spread the word!

# Writing off the bad ones: Removing fake, spammy reviews

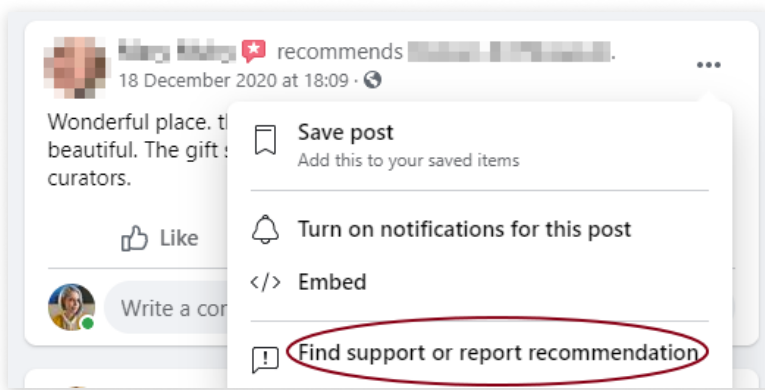
Unfortunately, not every review you get is sincere. Fake reviews run amok online.

Facebook gives you a few reasons to report a review:

- Recommendation not relevant (doesn't discuss the product or service)
- Unfair recommendation (a paid-for review)
- Doesn't follow community guidelines – profanity, drug references, etc.

## Here's how you can handle the spam and fake reviews on Facebook:

Click the three dots above a review and click Find support or report a recommendation.



Select your reason for reporting.

What's going on?  
Send a report about this recommendation.

Recommendation not relevant   Unfair recommendation

Nudity   Violence   Harassment   Suicide or self-injury

Spam   Drugs   Hate speech

⚠️ If someone is in immediate danger, call the local emergency services. Don't wait.

Wait for your response.

This system isn't perfect and allows many duplicitous reviewers to slip through the cracks. Additionally, it can be frustrating to hear nothing back from Facebook besides a form response. But such are the consequences of a large platform that's difficult to regulate.

**TIP:**

Recommendations that only include a star rating can't be reported. Unfortunately, that makes it easier for bad-faith reviewers to smear your name and get away with it.

## What's next?

With this advice, you're prepared to score dozens of happy Facebook reviews. But your online reputation doesn't end with Facebook.

Facebook is one of the most popular review platforms, but several other sites provide better tools to share your reviews, convert your customers, and find support when you need help managing your online reputation.

Be sure to manage your reputation on all review sites that rank well for your keywords, and see which ones best serve your industry niche and goals for online reputation.

# Our partners are boosting their reputation with Business Suite.

**“Best Company is a recognizable source** and it’s only going to get better. The things they can do for SEO and online reputation have helped us compete in the marketplace.”

*Kathryn Hyer, Affiliate Marketing Brand Associate, Vivint*

“We’re sending out **more requests for reviews than any other consumer insights platform**, and the fact that many are gathered by phone drives up our conversion.”

*Nathan Dodd, Reputation Marketing Specialist, Guardian Protection*

“When [our reps] are pitching a customer, the customer wants reviews from a homeowner that we’ve installed in their area. **We’re able to filter within Best Company based on the city – we can pull a review and use that.**”

*Rainier de Ocampo, VP of Marketing, Solar Optimum*

**“We can compare ourselves to other companies’ profiles and see where we stack up** in the Business Suite. The additional personalization of our page makes the profile extremely attractive to our potential customers.”

*Amanda Purpura, Manager, Lead Generation and Partnerships, Guardian Protection*

“Prospects who come to use through Best Company convert **better than any other leads we could get.**”

*Geoff Gross, CEO, Medical Guardian*

## So can you.

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# Best Company

# Sources

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

<https://www.edelman.com/news-awards/two-thirds-consumers-worldwide-now-buy-beliefs>

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