

# New Market Trend Helps You Reach More Customers And Grow Your Business



***Would you like to get your funeral home to rank higher in the search results and get more customers?***

***What if you could do it without any technical knowledge, website development, online ads, or investment in SEO (search engine optimization)?***

***And what if you could have it done for you for a fraction of what you would spend on any of these other tactics?***

***That is the power of online reviews.***

In this short book, we'll cover the latest trend in consumer behavior and how you can use it to your advantage to rank higher in search results, attract more customers, and even increase the value of the customers you attract without any technical knowledge or investment in the usual digital marketing tactics.

SEO is still critical if you want to consistently rank higher than the competition, but this little-known tactic can give you a huge boost in your SEO results while also appealing to more customers.

Since many businesses are not aware of the importance of what you will learn in this book, you will gain a big advantage over the competition for very little investment of time and money.

***What most business owners haven't discovered yet is that 89% of consumers read businesses' responses to online reviews.***

***That's almost 90% of all your potential customers that are watching to see if you are socially responsible and connecting with your customers.***



***89% of consumers read businesses' responses to reviews.***

*~BrightLocal Survey~*

If that isn't enough to convince you how important reviews and how you respond to them are, check out these other statistics from the survey:

--The likelihood someone will consider a business **more than doubles from 42% to 88%** if they see that a business replies to both positive and negative reviews.

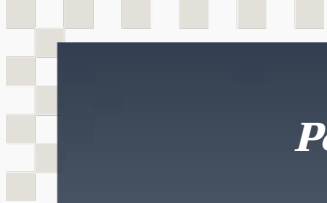
--**84%** of people said reviews were important or very important when they were asked how important a role reviews played in their decision to choose a service business.

--**46%** said they feel that online business reviews are as trustworthy as personal recommendations from friends or family.

***Online reviews are a powerful tool for businesses to increase their revenue and build trust with customers.***

***Replying to reviews is a differentiator that builds value.***

When you reply to a review, you're not just replying to the reviewer, you're replying to the hundreds or even thousands of people who will read the review.



*People spend up to*  
**49%**  
*more money at businesses that reply to reviews.*

*~Womply~*

*Businesses that reply to more than*  
**25%**  
*of their reviews earn*  
**35%**  
*more revenue than average.*

*~Womply~*



***Amplify customer loyalty and satisfaction.***

Responding to reviews can help build relationships with customers, leading to increased loyalty and satisfaction.



***Bolster credibility and trust.***

Responding to reviews can help build trust with customers, leading to increased credibility.



***Gain priceless insights for business improvement.***

Responding to reviews can provide valuable insights into customer needs and preferences, helping businesses improve their offerings.



***Elevate local SEO and online reputation management.***

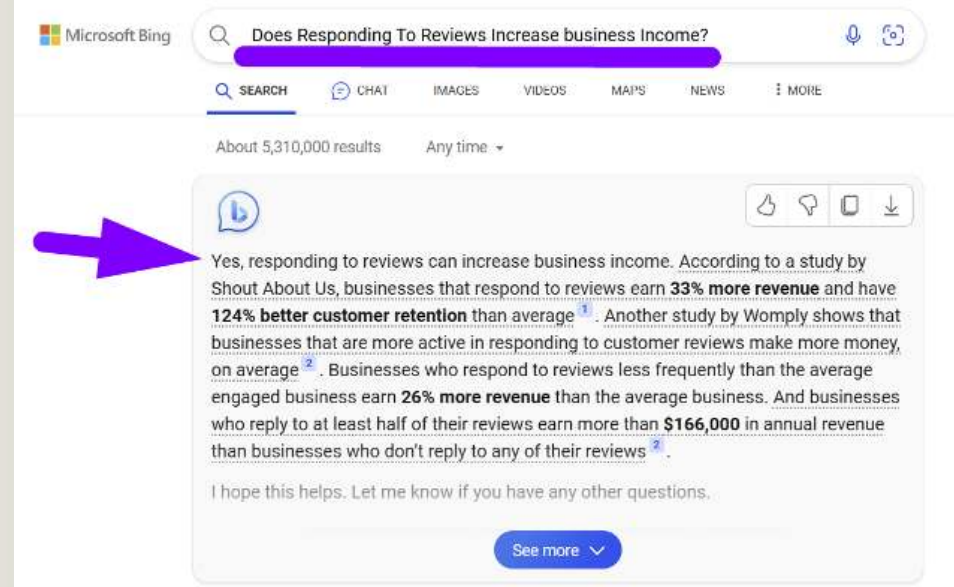
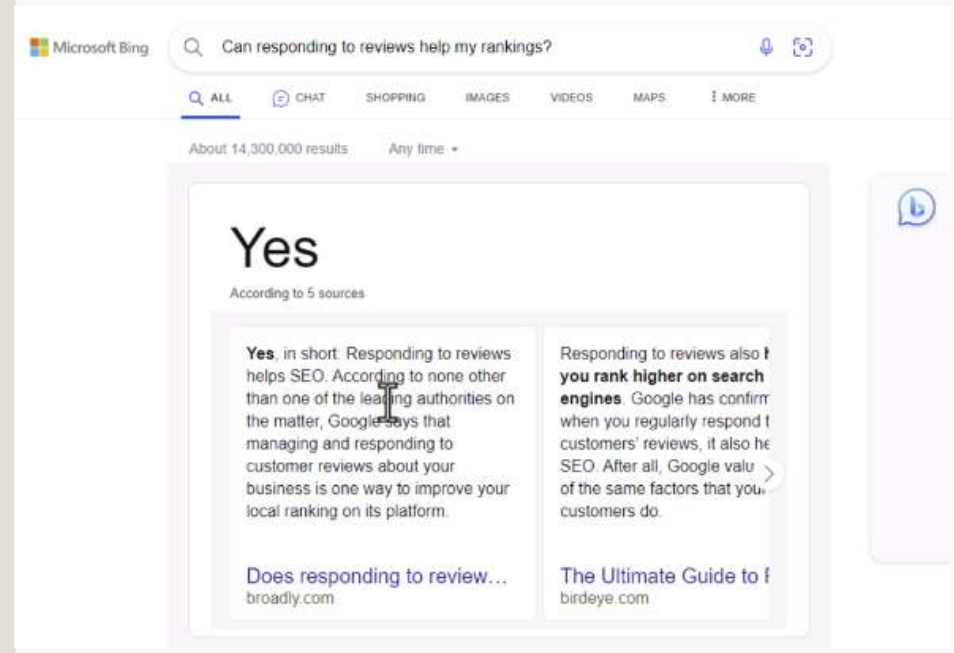
Responding to reviews can help businesses improve their local SEO and online reputation management.


## Ask Microsoft Bing AI

*"Can responding to reviews help my rankings?"*

*"Does responding to reviews increase business income?"*

Notice that it goes even deeper to explain that companies that respond to reviews have a **124%** higher customer retention rate.





***Now that you know how important responding to online reviews is, you'll be surprised by the next statistic.***

***What percentage of businesses reply to reviews?***

***25% respond  
but they ONLY respond to  
20.8%  
of their reviews***

*~Womply~*

Businesses that take the time to respond to their online reviews will have a huge advantage and an important opportunity to differentiate themselves from the competition.

***If businesses that respond to reviews can more than double the chance a customer will consider their business and earn 35% more revenue on average...***

***Why don't more businesses respond to reviews?***

***1. Don't Have Time / Resources***

They don't have the time or resources.  
They also may not have the understanding of how to do it on each and every site and directory where online reviews are posted.

## *2. Don't Have A Strategy*

They don't have a strategy for how to respond to reviews and they don't know the correct way to formulate a response to appeal to consumers and boost search engine optimization.

Fear of bad reviews - not knowing what to say or worrying that they'll unintentionally escalate it - means many businesses don't respond.

## *3. Fear Of Bad Reviews*

## ***4. Not Aware They Are Receiving Reviews***

Many businesses simply aren't aware that they are getting reviews because they don't monitor their reputation.

Many businesses have no idea that responding to reviews can be such a huge benefit for their business, getting them found by more potential customers and increasing revenue by over 30%.

## ***5. Don't Know How It Helps Them***

## **Key Takeaways**

***\*New customers are reading responses to reviews and being influenced by them as much as - or even more than - the actual reviews before making a decision.***

***\*Responding to reviews isn't a nice-to-have. It's a must-have for generating more revenue.***

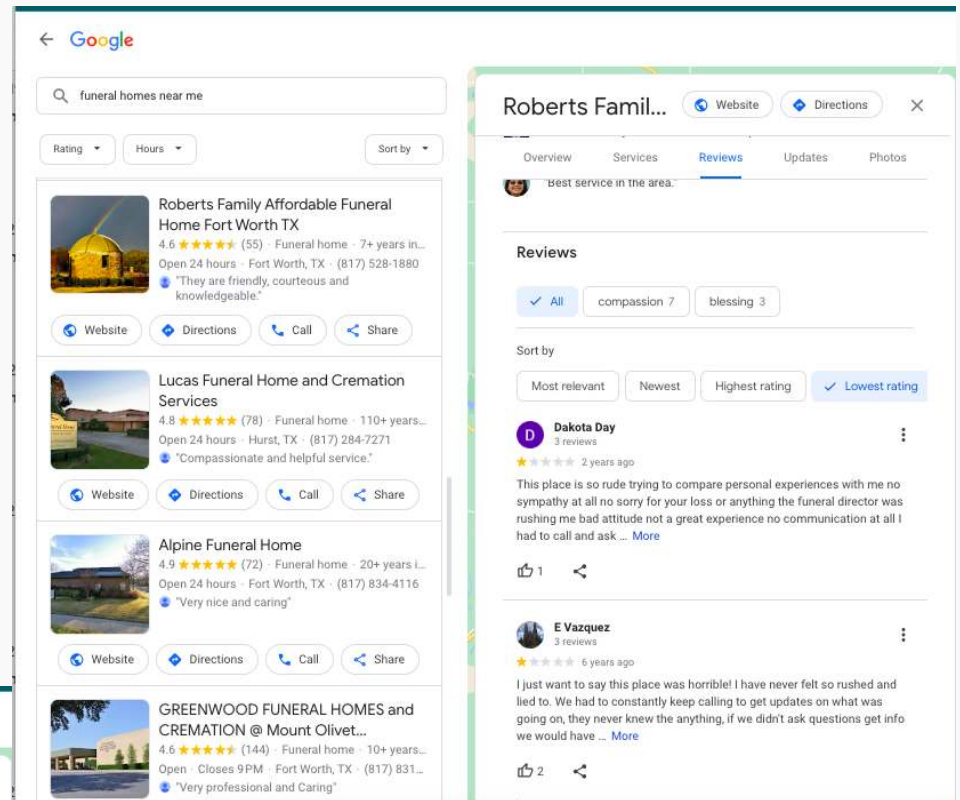
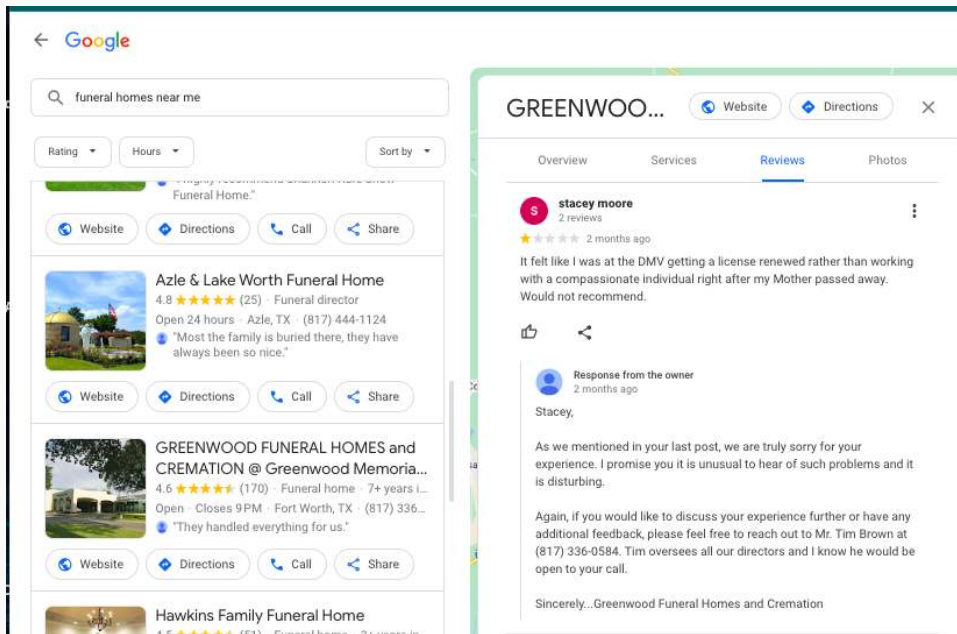
***\*Businesses must reply to positive and negative reviews.***

***\*When you reply to a review, you're not just replying to the reviewer, you're replying to the hundreds or even thousands of people who will read the review.***



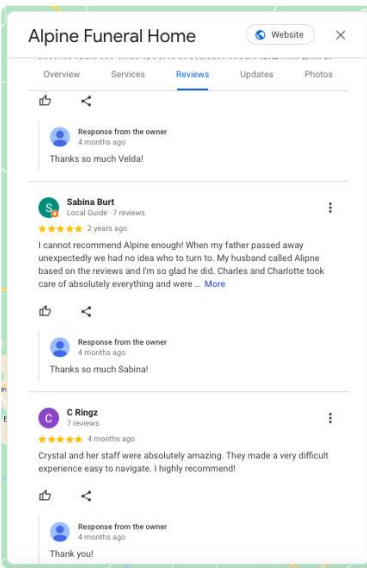
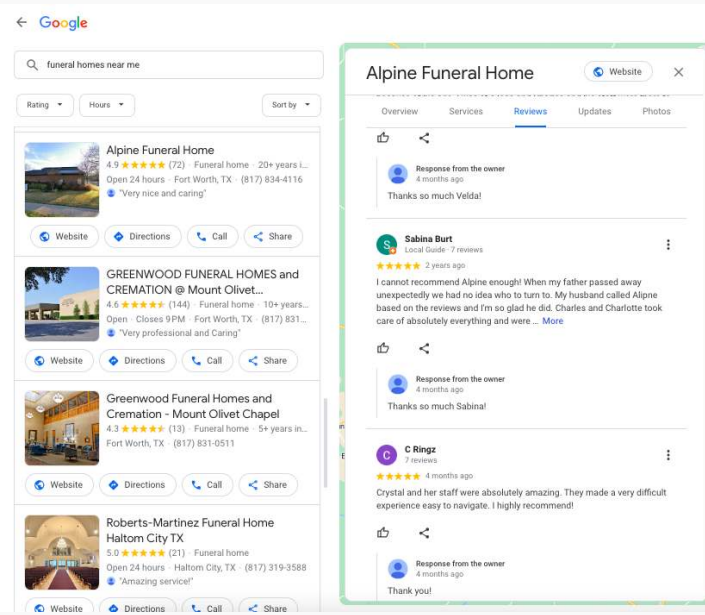
## The Power of Online Reviews

Overall, it looks like this business is doing pretty well - they have 4.5 stars and, due to the complexities of the way Google ranks things, they are even getting ranked higher than other funeral homes with higher ratings. Even though they are doing a lot right, look at what happens when businesses don't respond. Those little thumbs up are other people actually saying thanks for the heads up. That's at least three potential customers lost.



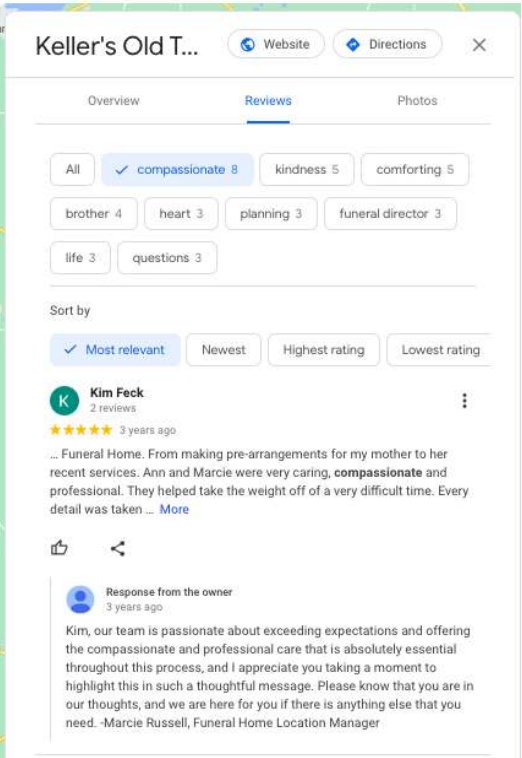
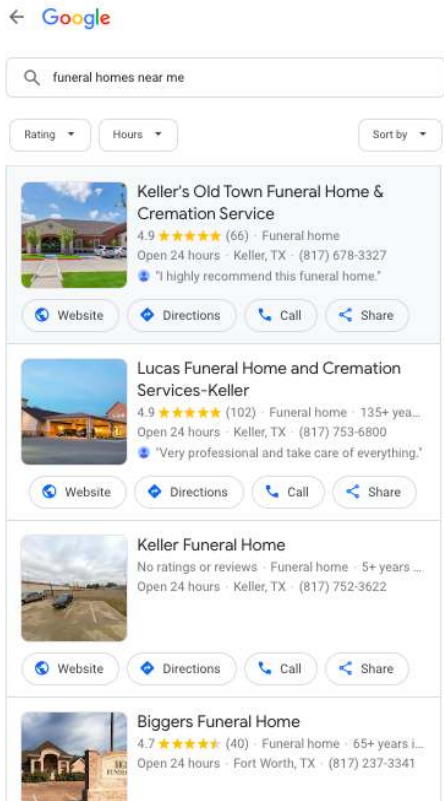
It's almost inevitable that even the best businesses will get a least a couple bad reviews. Compare the example above to another funeral home that responded. Which business do you think people are more likely to choose?

# The Power of Online Reviews



This funeral home is at least responding to their positive reviews as well as their negative reviews, but how meaningful and helpful are these responses for any potential customers reading the reviews?

This funeral home is doing it much better. They are mirroring the filter words Google provides for the reviews and their response is just as good as any services page on a website. Just by reading the review and the response, a prospective customer learns what they need to know about the business without even visiting the funeral home's website.



Joan, We appreciate that you took the time to express how pleased you are with our services, it means a lot that we were able to provide compassionate care for your family in your time of need. We are passionate about service and going that extra mile to give our families the unique memorial services their loved ones deserve. We're always here for you, please contact us anytime. And don't forget to join our email list for our aftercare resources to support you and your family. Thanks again!

Dennis, First off, please allow me to apologize and thank you for bringing this issue to our attention. Our mission to care for the families in our community is focused on making certain our customers come first. We are looking into this matter right now, and we are looking at resolving the matter right away. Please contact us. Thanks again for your honest feedback!

## **The formula for responding to reviews**

Follow these formulas to craft a good response. Work in the filter words you see at the top of the reviews and keywords for your products and services to help potential customers find even more relevance in your responses.

### **Good Reviews**

***Thank You***

***Our Commitment***

***You're Valuable***

***Call To Action***

Thank them for taking the time to leave a review. Explain your commitment to excellence and your core values. Focus on the customer and tell them why you appreciate them and why they are valuable. Offer more value if you can. Ask them to join a newsletter, call you for special offers, follow you on social media, etc.

### **Bad Reviews**

***Thank You***

***Take Responsibility***

***Commitment***

***Contact Us***

Remember, the secret is to respond to the person reading the review and your response - not the reviewer. Thank them just like you would do with a good review. Take full responsibility for their experience. Then explain your commitment to wanting them to have a great experience and mention one of your core values. Ask them to reach out and contact you so that you can make it up to them.

# Next Steps



***Define your strategy to respond to reviews, rank higher in search results, attract more customers, and grow your business.***

- Identify all of the websites and online directories where your customers are leaving reviews about your business.
- Monitor your reviews regularly (at least weekly).
- Respond to positive and negative reviews using the tips and formulas in this book.
- Research tools for online review management or ask your agency about options to automate the responses to your reviews. This should only cost you \$15 - \$20 per week depending on if you do it yourself or have your agency do it for you.

<https://thefuneralhomeagency.com>  
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