

# Become Top-Rated: How to Automate a Sales-Winning Reviews and Referrals Strategy

## How Online Reputation Marketing Can Grow Your Small Business

You should know: Your business can be the go-to provider in your serviceable area.

If that's got your ears perked and your business mind alight, read on for your action plan to become top-rated and the go-to business in your area.

### We'll walk through:

- The power of social proof and reputation marketing
- How to get more reviews and referrals
- And how to automate the process (to free up your time and bring in more sales)

### What is Social Proof?

Social proof is rooted in human behavior. It's the concept that humans copy other humans. Using social proof, like reviews or testimonials, in your marketing helps "prove" to your potential customers why they should choose you. People are more likely to pay for your product or service when someone else says it's great – it's human nature and it's an excellent way to grow your business!

**90%**

consumers think reviews are more important than any information provided by a salesperson.

**57%**

Only 57% of consumers would use a business with a three star rating...

**94%**

...but 94% consumers would use a business with a four star rating

**59%**

of consumers look at 2-3 review sites before they make a decision about a business.

**87%**

of people say that a business needs a rating of 3-5 stars before they will use them

## What is Reputation Marketing?

Reputation marketing is about establishing a great business reputation and then promoting that reputation in your marketing to grow your business. You do this by getting and amplifying positive mentions of your business, such as customer reviews, testimonials, online ratings, and more.

By marketing your positive reputation, you're establishing **trust** among potential customers.

And if more potential customers trust your business – because you validated that your company is worthy of their patronage through your glowing reputation – then you will see a jump in sales and new business growth.

## How to Ask Customers for Online Reviews

Collecting online reviews for your small business is tough, because about **75% of customers are willing to provide reviews, but are only likely to do so if it's easy for them.** The challenge is that most people need to be asked and reminded more than once to leave a review. That's why you need to make it easy.

**90%**

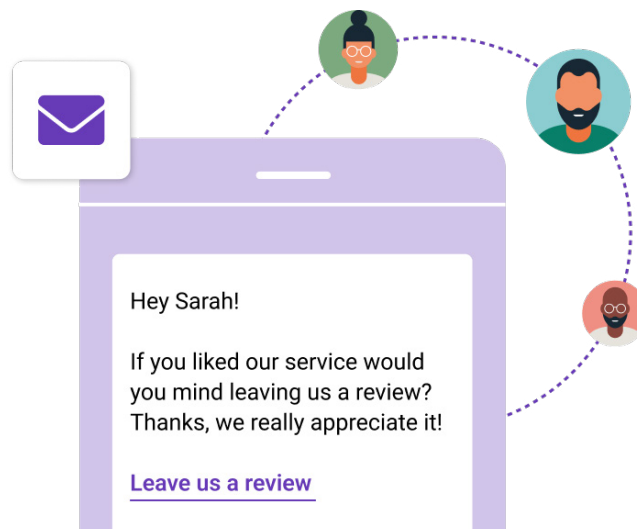
13% of small businesses ask for reviews...

**75%**

...yet more than 75% say they are willing to provide a review

## Ask for Online Reviews During a Customer's Peak Excitement

If your customer loves your product or service, they're most likely excited about it right after receiving it. Presenting a review invitation as soon as possible after the transaction is completed increases your chances of getting a review significantly.



# Using a Reputation Marketing Software to Get More Customer Reviews Online

**More review invites = more completed reviews.**

While 75% of people say they are willing to provide a review, only about a third eventually do. If you only ask once, that probably drops to less than 10%. This is why it's so important to not only follow up with your customers for reviews, but to make it incredibly easy for them to leave one.

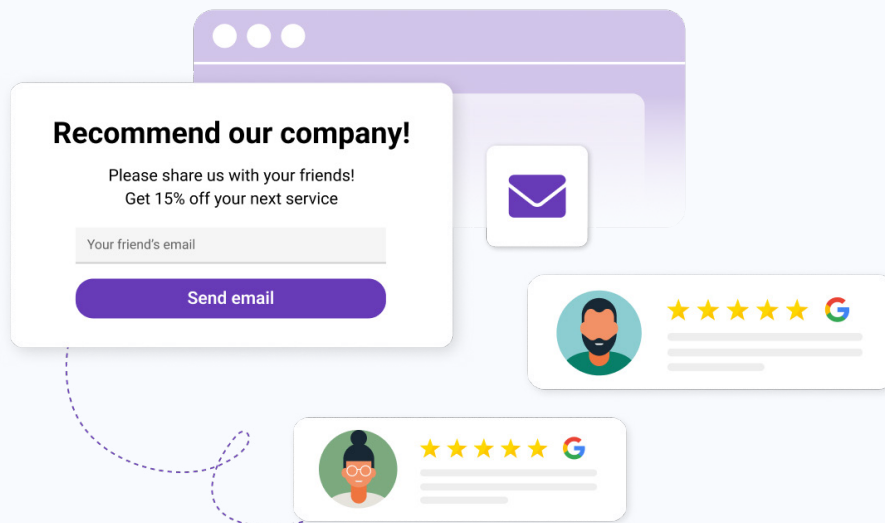
With reputation marketing automation software like NiceJob, this process becomes easy. You can provide a quick and simple interface for your customers to leave reviews on any of the important review sites for your business.

**"It's really helped grow our business– we're up 295% in reviews since starting.** It's gained us so many more customers because they see the reviews on our website and on our Facebook, they see the widget that says we have 600 5-star reviews."

**Jason Romendio**

Owner, Aqua Bins Exterior Cleaning Service

Uses the NiceJob + Jobber integration to get more reviews and sales



# Connect NiceJob and Jobber to Automate Getting Reviews from Every Job

By connecting NiceJob to Jobber, you can automate getting a review from every job.

- ✔ **Post-purchase review invite**  
Everytime a job closes in Jobber, your customer will be automatically enrolled in a review campaign in NiceJob.
- ✔ **Smart review reminders**  
We'll detect if your customer hasn't left a review and send them friendly reminders if they're needed. NiceJob also detects when a review is left and your customer exits the campaign - so we don't pester anyone.
- ✔ **Get reviews where you really need them**  
NiceJob's smart review funnel will distribute your reviews on the sites where they'll be most seen.

"The integration with Jobber is great- once the job closes in Jobber, the customer automatically gets a text or email saying 'hey, leave us a review!' 2 days later, if we don't get a review from them, it sends out an email. It's automated!"

**Jason Romendio**

Owner, Aqua Bins Exterior Cleaning Service

[Uses the NiceJob + Jobber integration to get more reviews and sales](#)



**Get 4x more reviews and 2x more customers.**

[Sign up for NiceJob](#)