



The 5x Review Strategy

How to multiply the value of your reviews

whitespark

support@whitespark.ca

Let your newly captured and existing reviews drive your marketing.

Don't let them collect dust.

Let's look at **how to use your reviews over and over again** to fuel your marketing and win more customers.

5X



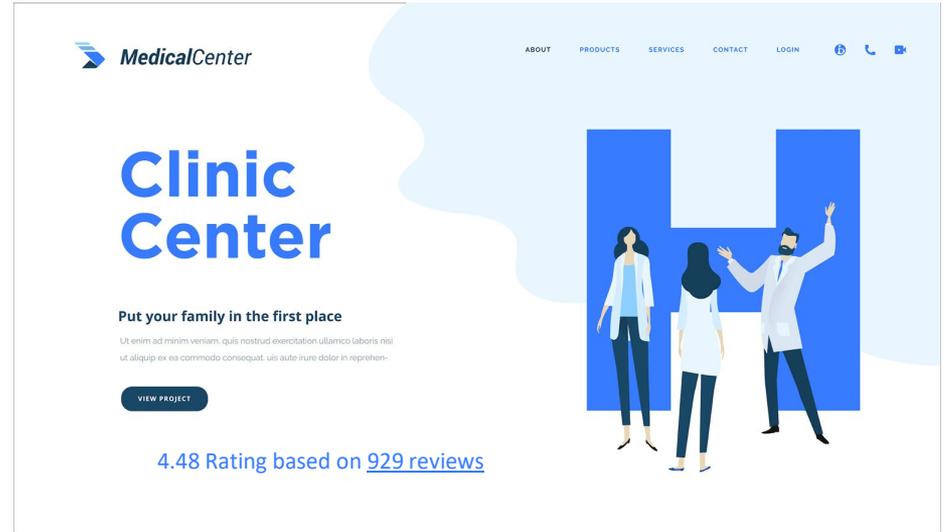
**Summarize
Recent Reviews
Reviews by Location
Themed Reviews
Social Media**

STRATEGY #1

Summarize your reputation

The volume of reviews and the overall star rating are two of the most important considerations for consumers.

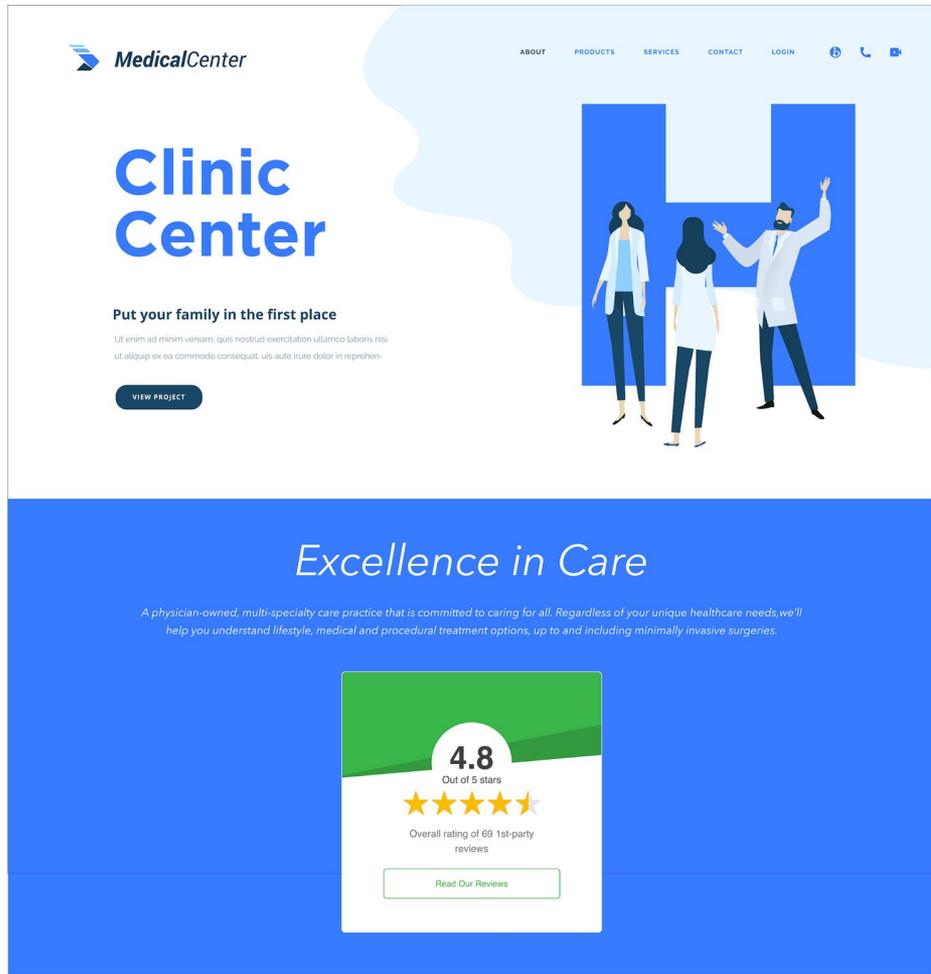
Keep it simple and display your overall rating and review count.



FEATURE

Review Badge

The Review Badge is a simple, clean and visual display of your review overview with a call to action to view all your reviews.



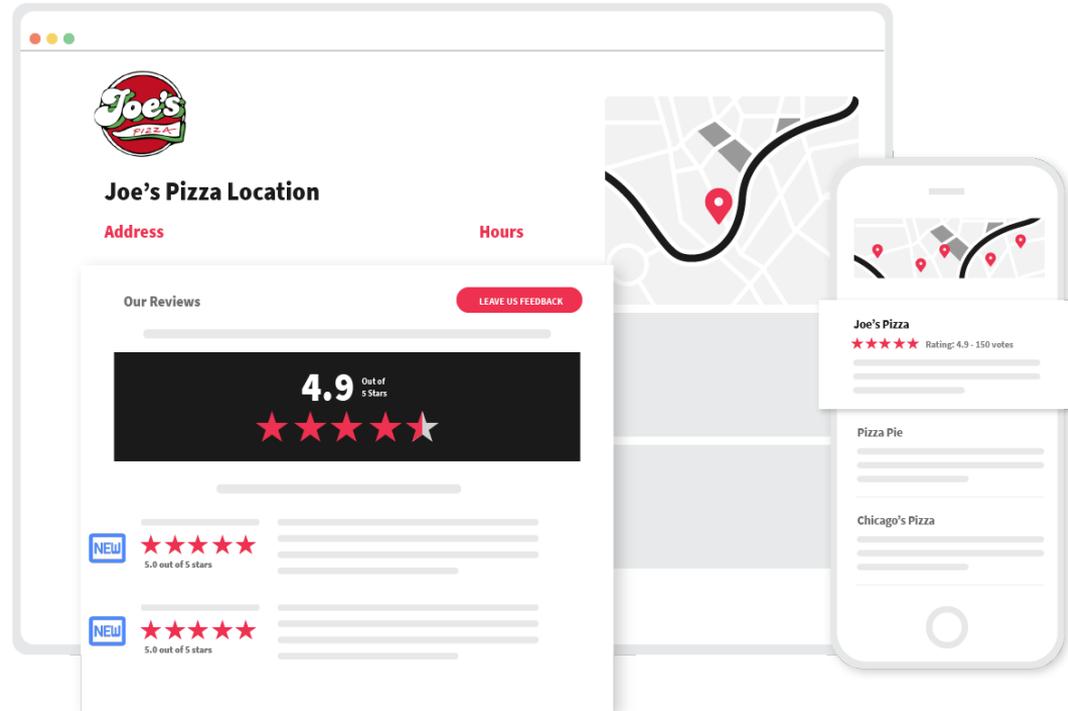
STRATEGY #2

Showcase your recent reviews

Studies show that 81% of consumers think that review recency is equal to or more important than the quantity of reviews a product.¹

Displaying your reviews on your website to show your most recent reviews is very helpful to consumers in our “what have you done for me lately” world.

¹ Survey from Bazaarvoice

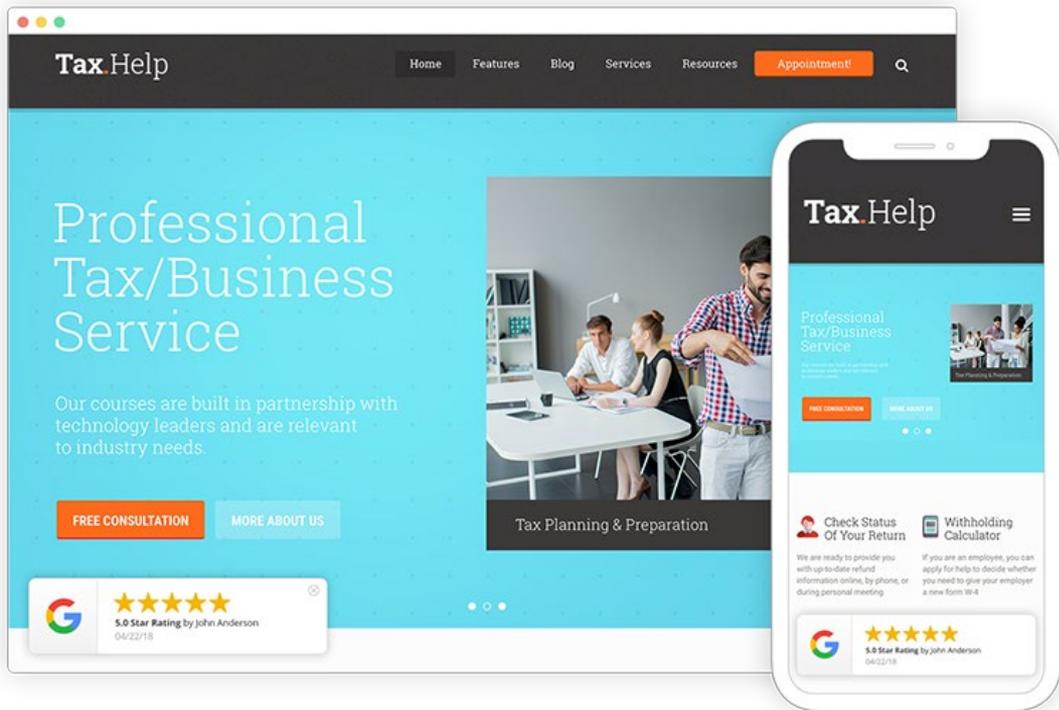


FEATURE

Conversion Pop-up

The Conversion Pop-up is an awesome way to display your most recent star ratings on your website.

This pop-up can display on any page or site-wide on your website and rotates through your last 30 reviews.



STRATEGY #3

Display reviews by location

Give greater visibility to the details of your reviews and display reviews by location. Displaying your location reviews in full allows your website visitors to see both your overall rating and to dig into every review for what matters to them.



FEATURE

Review Widget

The Review Widget displays your overall star rating, reviews, and replies from your business.

Place this widget on a dedicated page if you have a single location or on on each location page of your website for a big content and SEO win.

Vertical, horizontal, or full-page layouts are available.

MedicalCenter ABOUT PRODUCTS SERVICES CONTACT LOGIN

Our Reviews

4.4 Out of 5 Stars Overall rating of 7 1st-party reviews

5 Stars	4
4 Stars	3
3 Stars	0
2 Stars	0
1 Star	0

View Filters

[Leave Us Feedback](#)

5 out of 5 stars

Vince K - October 25, 2019
This place is super awesome for donuts on a Friday afternoon!

[Share](#)

4 out of 5 stars

Earvin L - October 20, 2019
Looking for a quick stop and this was not it. Lots of waiting and the coffee was so-so.

[Share](#)

3.5 out of 5 stars

Livvy T - October 20, 2019
The coffee and baked items here are great but the service is lacking.

[Share](#)

4.5 out of 5 stars

Chrissy G - July 3, 2019
This is my favorite light roast in town. A must for my morning commute.

[Share](#)

← 1 2 →

Leave Us a Review

We've found that customer reviews are very helpful in keeping our business thriving. We would truly appreciate a review from you!

Visit your preferred site to leave a review or comment.

[Write a Review](#)

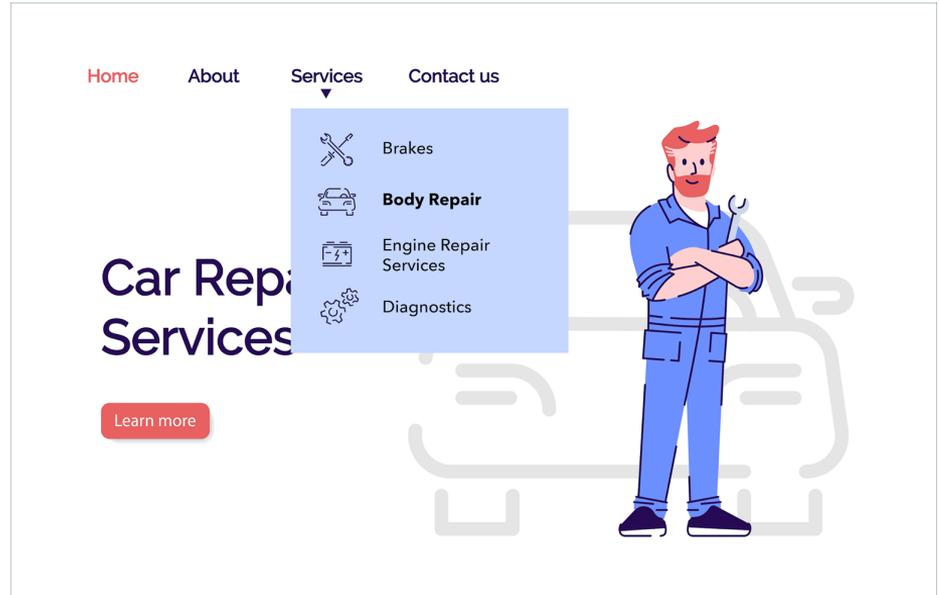
[Write a Review](#)

STRATEGY #4

Reviews grouped by theme

Consumers are often seeking reviews related to just a specific service, product or aspect of your business. Make it easy for them by bringing those reviews together on the same page.

Grouping and displaying your reviews by a theme or keyword is a big opportunity for keywords, content and conversion.



FEATURE

Tag Widget

The Tag Widget is the only solution on the market that makes displaying reviews by a theme possible.

Reviews grouped by tags in our system (manually or automatically using Auto-Tagging) can then be displayed on the product or service page they support using the Tag Widget.

The screenshot displays a website interface for 'Brake Services'. At the top, there is a navigation menu with links for 'Home', 'About', 'Services', and 'Contact us'. The main heading is 'Brake Services'. Below this, there are two service options: 'Standard' and 'Plus'. Each option lists specific services and includes a 'Request' button. To the right of the service options is an illustration of a female mechanic in blue overalls, standing with her arms crossed. Below the service options is a review section. On the left, there is an overall rating of 4.6 out of 5 stars, based on 7 1st-party reviews, with a 'Leave Us Feedback' button and a 'View Filters' link. To the right, there are three review cards, each with a 5-star rating and a 'Google' logo. The first review is by Earvin L. (April 13, 2020) and contains the tag 'brake' highlighted in yellow. The second review is by Chrissy G. (April 13, 2020) and contains the tag 'brake' highlighted in yellow. The third review is by Vince K. (April 13, 2020) and contains the tag 'brakes' highlighted in yellow. Navigation arrows are visible on the sides and bottom of the review section.

Home About **Services** Contact us

Brake Services

Standard

- Installation of brakes and pads
- Inspection

Request

Plus

- Installation of brakes and pads
- Resurfacing
- Fluid Exchange
- Lifetime Warranty

Request

4.6 Out of 5 Stars
Overall rating of 7 1st-party reviews

Leave Us Feedback

View Filters

5 stars 4.5 out of 5 stars
Earvin L.
April 13, 2020
Came here to get my **brake** pads/rotors replaced and an oil leak looked at. Was easy to talk to and demonstrated an in-depth knowledge.

5 stars 5 out of 5 stars
Google
Chrissy G.
April 13, 2020
Awesome staff and very satisfied with the **brake** and wheel bearing repair! Everything was exactly as promised!

5 stars 5 out of 5 stars
Vince K.
April 13, 2020
Accepted and fixed my car on a whim today when the **brakes** stopped functioning. They had the necessary parts and I was on my way!

1 2

STRATEGY #5

Post reviews to social media

Creating social content is hard but your reviews are a valuable source for that content. Repurpose any review, no matter how old, as a post on Facebook, Google Posts, Twitter, and Instagram to reuse your reviews.

Including reviews in your social strategy is a great way to highlight your customers experience, engage prospects, and show that reviews matter to you.



FEATURE

Social Sharing

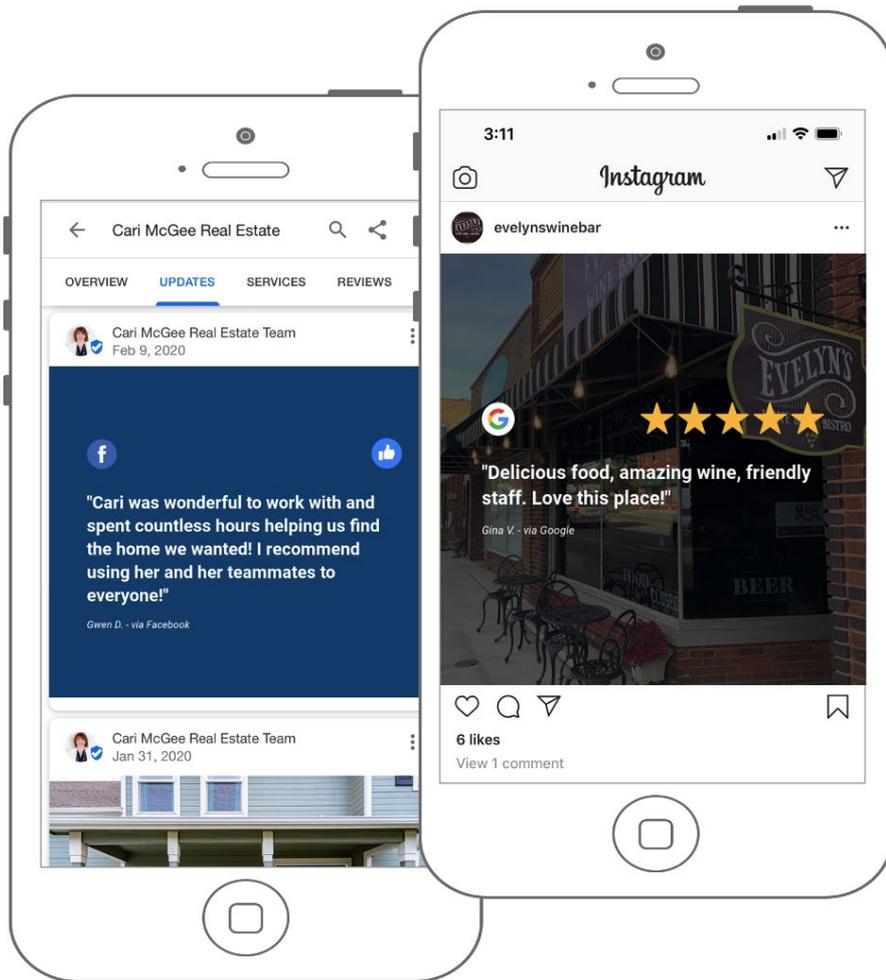
With just a few clicks you can take a review and create a graphic to share using Social Sharing. Add a custom background for your brand and share or download an amazing piece of visual content in seconds.

facebook.

twitter

Google

Instagram





The 5X Review Strategy helps you leverage your reviews and feedback to take your reputation marketing to the next level. Don't just collect reviews, put them to work again and again to gain your next customer... who will write your next review!

