



Google Review Strategies

Easily Grow Your Google My Business Reviews!

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Did You Know?

Your Google My Business page can be just as powerful as your website when it comes to local search and being found online. Stand out against your competitors by consistently gathering positive Google reviews to your page every month. Our most successful clients have at least 100 reviews.

Your Best Tool For Gathering Reviews

Your agents will be your best source. Follow these step by step tips to help your staff gather more Google reviews.

Look at Your Competitors

Do your competitors have more reviews? If you were shopping for insurance and browsing the internet, would you choose an agency who has 5 or 55 reviews?

Step 1: Incentivize Staff

Viewed As A Marketing Expense & It Works!

Individual Goals

Creates habit & builds competition



\$150/month = 10 Reviews

\$15 incentive for each review. Reward in gift card or office party.

Team Goals

Milestones, 100, 200, 300... team rewarded



Minimal costs & Gets Everyone Involved



Plan & Execution

- Agency owner creates contest.
- Decide how you want to reward staff. Gift cards, office party, night out, etc. Set budget that makes sense.
- Weekly check-ins
- Signs around office
- Email promotions reminding staff & to create comradery. Share recent Google reviews with your entire team!

Creating team plans can work too! 50, 100, 150, 200 review milestones should treat team to night out, movies, dinner with family, happy hour...

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Step 2: Dynamic Email Signatures

Free & Passive



Email Signatures

Create review link using Supple.

<https://supple.com.au/tools/google-review-link-generator/>



Plan & Execution

Owner or IT company should create consistent email signatures for office and install them along with a direct link to get Google Review page (or Facebook).

Taber T. Streur

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Happy With Our Service Please [CLICK HERE](#) to Leave Us A Review!

<https://tostenmarketing.com>

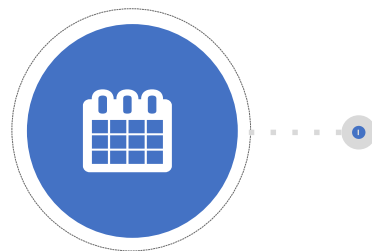
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Step 3: Drip Campaigns

Very Inexpensive & Passive

Drip Campaign/Welcome Kit

- Policy Information
- Claims
- Payments
- Leave Us A Review!



Plan & Execution

Use an email service such as MailChimp or Constant Contact. Send at end of each week.

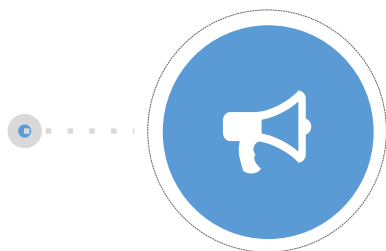


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Step 4: E-Sign Redirect

Utilizing Existing Service



E-Sign Redirect

Redirect completion to a message or page on your website asking for them to click and leave a review about their experience.



Plan & Execution

At the end of your e-signature process, there is a way to have a confirmation displayed. Set this confirmation to a link to leave a review about their experience from you.



Adobe Sign

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