

# 14 Simple, Easy, Highly Effective and Low Cost Ways to Generate More Sales with Your Online Reviews

## Forum

Engage in conversations in forums on the online review sites for more exposure.

## Events

Some online review sites (i.e. Amazon) allow you to post relevant events for your followers.

## Phrases

Creatively divide each online review into multiple phrases so you can use the same review again and again.

## Signup

Ask the authors of "Excellent" reviews to signup on your mailing list so they can stay up-to-date.

## FAQs

Add quotes from your online reviews to your FAQs as answers to the questions they address.

## Invite

Ask customers who are obviously gushing with happiness to go online to post a review.

## Respond

Positive & negative reviews took time for your customer to write. Address the issues mentioned graciously on the review site.

## Quote

Post a short, catchy quote from an "Excellent" online review on your social media sites daily.

## Email

Privately email a "Thank You" to those who gave you an "Excellent" review.

## Share

Some online review sites have a "Share" option. Use it for the "Excellent" reviews.

## Delight

When possible, send a little "Thank You" gift to customers who give "Excellent" reviews.



## Screenshot

Taking a screenshot and sharing it as a photo could be just what a prospect needs to see.

## Newsletter

Adding the reviews to your newsletter can remind your subscribers why they love doing business with you.

## Hashtag

Remember to use hashtags on social media sites when you quote your reviews so you attract more customers like your best customers.