

GETTING ONLINE REVIEWS FOR YOUR PEST CONTROL BUSINESS:

THE SYNGENTA CHEAT SHEET



Did you know that over 92% of consumers now read online reviews? What's more, research has shown that over 72% of consumers will take action only after reading a positive review. What does this mean for pest control businesses? If your online reputation is next to non-existent, chances are you're losing out to your competitors! The good news is, Syngenta want to help all pest controllers build their reputation both on the job and online, so we've put together this simple cheat sheet to help get your business noticed online!

Before you start asking your customers to write reviews following an experience with your business, you need to make sure you've created places online for them to easily leave reviews. The two most popular platforms customers look to for online reviews in 2019 are on Google and Facebook, and it's never been easier or quicker to create a presence for your business on both these platforms. Simply visit the links below to get started:

https://www.google.com/intl/en_au/business/
<https://www.facebook.com/pages/creation/>

Remember to follow all the steps and fill in as much relevant business information as possible, including contact details, hours of operation, services offered and some photos of your pest control business and your team. The more information you provide, the more your customers can learn about you, which will ultimately influence their buying decisions.

Once you've got your Google My Business listing and Facebook Page set up and complete, it's time to start encouraging your customers to leave reviews. Here are a few tips and tricks to get more online reviews for your business.

1. JUST ASK!

If a customer has had a positive experience with your business, they will most likely be more than happy to write up a positive review.

Be mindful to make sure you're soliciting customer reviews at the right moment in their journey with your business to get optimal results. Usually your customer wants to see the effects of a pest control treatment working over time, so it's probably not a great idea to ask for a review immediately after a treatment.

Ask for customer reviews after positive moments along the customer journey, like:

- After they experience or demonstrate success with your product or service
- When they re-purchase or re-book
- After they tag your business in a post on social media
- If they are spending time on your website browsing other products or services
- If they refer another customer to you

These are just a few examples of signs that your customer is satisfied enough that they would leave a positive review of your business.

A simple email is an effective and easy way to ask for a review. This can come in the form of a customer feedback survey, or it can be much simpler and more straightforward, containing a link to a page where the recipient can write a review. Requesting reviews via email also means you get to tie your reviews to transactions that actually happened (transactions through which you are able to collect customer email addresses) — lending valuable authenticity to your reviews. It's also a great idea to include a friendly request for a review on your invoices and receipts.

2. MAKE THE PROCESS AS EASY AS POSSIBLE

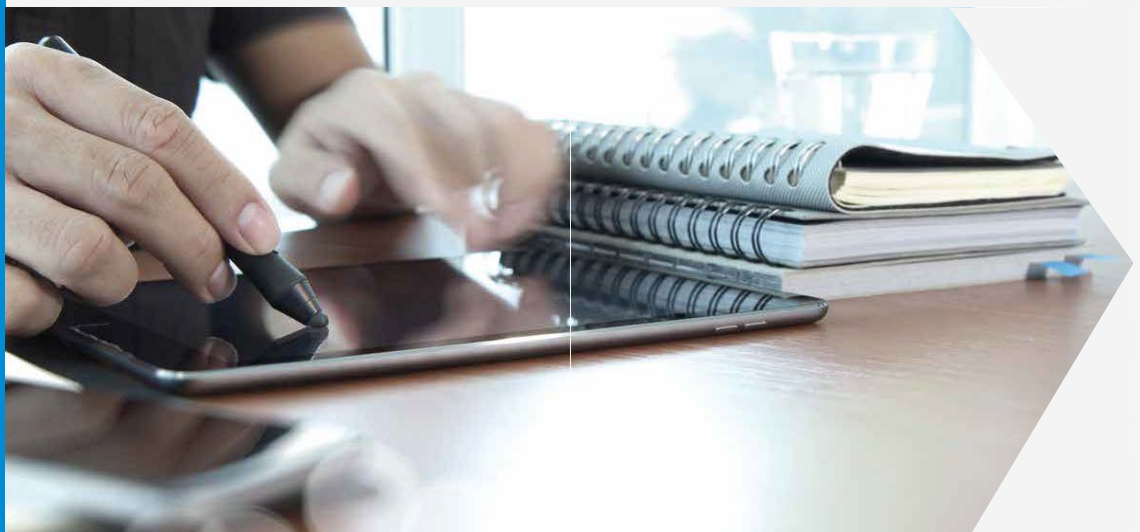
Satisfied customers are usually more than happy to leave positive reviews, but if the process of physically leaving the review is complicated and time consuming, the odds are that they'll give up pretty quickly.

When asking your customers for a review, make sure to provide a direct link to both your Google My Business page as well as the reviews section of your business' Facebook page.

You also need to make the process of asking for reviews easy for yourself, otherwise you may find it falls to the bottom of your to-do list. Create an email template for your review request using our template guide below so you can easily refer to it when it's time to ask for reviews. Don't forget to always edit your automated template to include personalised details about the particular job and customer. This adds a personal touch to your request.

3. FOLLOW UP

If your customer doesn't give you a review within a certain amount of time, don't be afraid to send a gentle reminder – just don't be too pushy.



To make the process of asking for reviews as easy as possible, we've put together some email templates and examples that your business can use the next time you want to ask for a review:

Email subject line templates and examples

- "How did we do?"
- "We'd love to hear your feedback!"
- "Got a minute to share your experience with (Pest Control Business Name)?"
- "We want your feedback."

MESSAGE TEMPLATES AND EXAMPLES

Template 1

"Hi (First Name of Customer)! Thank you again for choosing (Business Name) to help with (pest control service you provided). It's our priority to continue providing top-notch service to customers like you. Please leave us a review on our profile on (review site, with direct URL to review website profile). It will only take a minute, but your valuable feedback will help us improve and make a huge difference to our business. Thank you!"

Template 2

"Hi (First Name of Customer), Thank you for choosing (Business Name)! It was our pleasure helping (pest control service you provided). Reviews are really important in helping small businesses like ours build an online presence. If you have a moment, we'd really appreciate it if you could please take a few minutes to leave us a review. You can click this link (direct URL to your review website profile) to leave your review. Thank you so much in advance for taking time to share your experience. We appreciate your business!"

Template 3

"Hi (First Name of Customer)! I hope that your recent experience with (Business Name) exceeded your expectations. We would very much appreciate it if you would please take a few minutes today or in the next few days to share your experience with us on one of the review websites linked below. This feedback helps us improve our ability to provide you with the best service possible. To write a review, click one of the links below and you will be sent directly to the correct page for posting your review. Thank you again for your support. (direct URLs to your review website profiles)."



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