

Deliver Instant Reputation Management Value To Your Customers In 5 Steps

The following is a 5 step process we have built to **help provide a fast path to value with GatherUp for our resellers**. It focuses on setting up features that have instant gratification first.

Use this for your agency process to help you get your prospects to be customers faster and your customers to feel instant value.

This process can be used for any business that has **at least 12-15 good reviews** combined on their review sites like Google, Facebook, the BBB, etc. or on specific industry review sites. We'll outline below how to use this process to get them excited about reviews and the features you are bringing them on day one while leaving the tasks requiring more effort and time until later in the process. Pick the low hanging fruit first!

If they don't have at least 12-15 reviews, then you will want to start with how to get more reviews using personal asks and setting up review requests.

Here is the checklist with more details on each step below.

- Set-up review monitoring
- Display reviews with the Review Widget
- Create social media posts with Social Sharing
- Add the Conversion Pop-up
- Set-up Direct Mode for easy review requests

Step 1:

Set-up their review monitoring sites to get their existing reviews into the platform. Google, Facebook, and industry sites. You should be adding as many applicable sites as possible. To get an idea of what sites to monitor, do a Google search for "business name +reviews" and add any review sites on page one of the search results.

Key: Get review data into the platform, data is what fuels every feature.

The image shows a screenshot of a review monitoring setup interface. It consists of three vertically stacked panels, each representing a different website to be monitored. Each panel includes the website's logo, two checked checkboxes for "Ask for reviews on this profile URL" and "Monitor online reviews on this profile URL", a text input field for the profile URL, a "Save" button, and a row of five action buttons: "Move Up", "Move Down", "Delete", "Visit URL", and "Lookup".

- Google:** Profile URL: <https://search.google.com/local/writereview?p>
- facebook:** Profile URL: <https://www.facebook.com/146801405348164>
- Angie's list:** Profile URL: <https://www.angieslist.com/companylist/us/mn>

Step 2:

Once the reviews are pulled in, configure, and set-up their Review Widget. If they are a prospect use the "preview" to show them how it will look. If they are a customer, get the Review Widget added to their website. (Create a dedicated reviews page or add it to their About Us page, we usually recommend using the Full Page Widget layout for the best visual impact).

Key: Great reviews are instant content on their website, content they are PROUD of. They can also see a direct path for customers to leave reviews with the CTA buttons below the reviews.

4.9 Out of 5 Stars 

Overall rating of 18 3rd-party reviews

5 Stars		17
4 Stars		1
3 Stars		0
2 Stars		0
1 Star		0

 View Filters ^

[Leave Us Feedback](#)

 5 out of 5 stars 

Sandy Daly - November 7, 2019
I own a triplex on Nicollet Island and Cedar Tone Painting did an incredible job at a great price. The team was so professional, efficient and respectful. Thank you, Justin and Jordan for your hard work, skill and great sense of humor. I highly recommend this company! My house looks so beautiful!



 5 out of 5 stars 

Gerald LaBau - September 7, 2019
Did an awesome job sealing our 25 year old 2 story log home. The work was done while we were away on vacation and if wasn't for the shiny new exterior we wouldn't have known they were even there. Completely cleaned up left no footprint behind. Will definitely hire them back and recommend to others. The house looks great!



 5 out of 5 stars 

Jeff Schopptmuller - July 7, 2019
I have been doing business with Garrett at Cedar Tone Painting for the last couple of years. Quality work for a fair price.



 5 out of 5 stars 

Robert Raisanen - July 7, 2019
Quiet natured, easy to work with, professional's. My home's exterior paint job looks great! Thanks guys.... and ladies !



Step 3:

Save photos from their website, social channels or business profiles to create customer Social Sharing images of their best reviews. Create them for any of their 5-star reviews and download the versions that they have a social media account on. It's better to send them to them and let them post them over the process of integrating to start.

Use their oldest reviews first since our image create does not apply a date, so this can make sharing a review from 3 or 4 years ago feel like today.

Key: Giving them 5 to 10+ pieces of great looking social media content is an easy win. Most businesses are always wanting new social media content and this uses your reputation to create content on all of your social media channels.



Step 4:

Enable and add the Conversion Pop-up to their site. This will rotate their most recent great reviews on any page of the website. This provides visual reputation value on every page of the website, especially right on the home page.



Step 5:

Set-up their request mode to Direct Mode. Share their "Feedback URL" with them and let them know this link is an easy way to put their review sites in front of customers to leave reviews. This enables the Feedback URL to be 1 click access to write Google or Facebook reviews as well as give direct 1st-party reviews. Read this post for all of the ways you can use the Feedback URL or guide your customer:

<https://gatherup.com/blog/asking-for-reviews-with-one-simple-link/>

Key: Direct Mode is the most straightforward and direct way to ask for new reviews.



Please write a review to share your experience. Thanks!

 Review us on Google

 Recommend us on Facebook

If you prefer to share your feedback directly with us, please click below.

[Give Feedback](#)

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Summary - Quick Work, Quick Wins

Creating these steps can get you instant value for your prospect or customer in just an hour or two. Once you are complete with these 4 easy steps, you can go back and work on setting up their review requests, Request modes, adding customers (manual, list upload, Zapier, etc.), reporting and more.

Next Steps:

- Build the process to add customers and request reviews
- Identify and edit the best Request Mode for the businesses needs
- Build 1st-party reviews to bolster the widget and other features - [See the 5X Strategy](#)
- Reporting