

CASE STUDY: GOOGLE REVIEW SOLICITATION CAMPAIGN

Increased reviews 550% within a year for a new Senior Living Continuum Community in Florida.

TACTICAL APPROACH

Orchestrated Organic Review Solicitation

- Scripted Sales Team to Request Reviews in Person, Emphasizing Accessibility
- Provided Branded, Printed Instructions for Families to Follow
- Created Email Signature Solicitation for Company-Wide Use

Developed a Review Instruction Landing Page with Direct Links to Review Platforms

- Ensured GMB Profile Setup, Pulled the Shortcut & Added Link to the Website

Leveraged CTA in Multiple Channels

- Launched a Quarterly Review Solicitation to Resident Family Members & Professionals
- Posted Engaging Branded Images Requesting Reviews, Reinforced with Testimonials

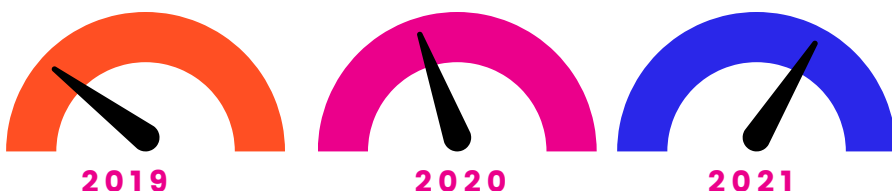
Managed Review Response Process

- Daily Review with Ongoing Engagement on Social & Review Platforms
- Crafted Customer-Service Oriented Responses

Next Steps

- Video Instructions
- Email Signature Incorporation

OUTCOMES - YOY SUSTAINED ENGAGEMENT



CHALLENGE

The property was a newly opened senior living community offering multiple levels of care, still in fill up.

COVID impacted the entire industry, but with no ability to tour a beautiful, new building and newly welcomed residents unable to see their family maintaining positive review status was essential.

With the prospective resident or adult child's buying journey shifting to exclusively online, the volume and caliber of the reviews were significant.

OBJECTIVES

Increase Reviews, Increase Leads

Building up reviews increased the chances of prospects engaging with your company online.

More Positive Reviews, More Sales

Consumers prefer a minimum of 10 reviews before feeling confident in making a decision, so increasing reviews improves sales outcomes

Higher Reviews, Higher Organic Rank

Google ranks businesses with frequent and positive reviews higher in organic search results, making reviews a serious SEO factor.

Decrease Cost with Increased Reviews

Online reviews are FREE. Positive endorsements for your business on your Business Profile serve as free Google advertising for your business on the world's most trusted platform.

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