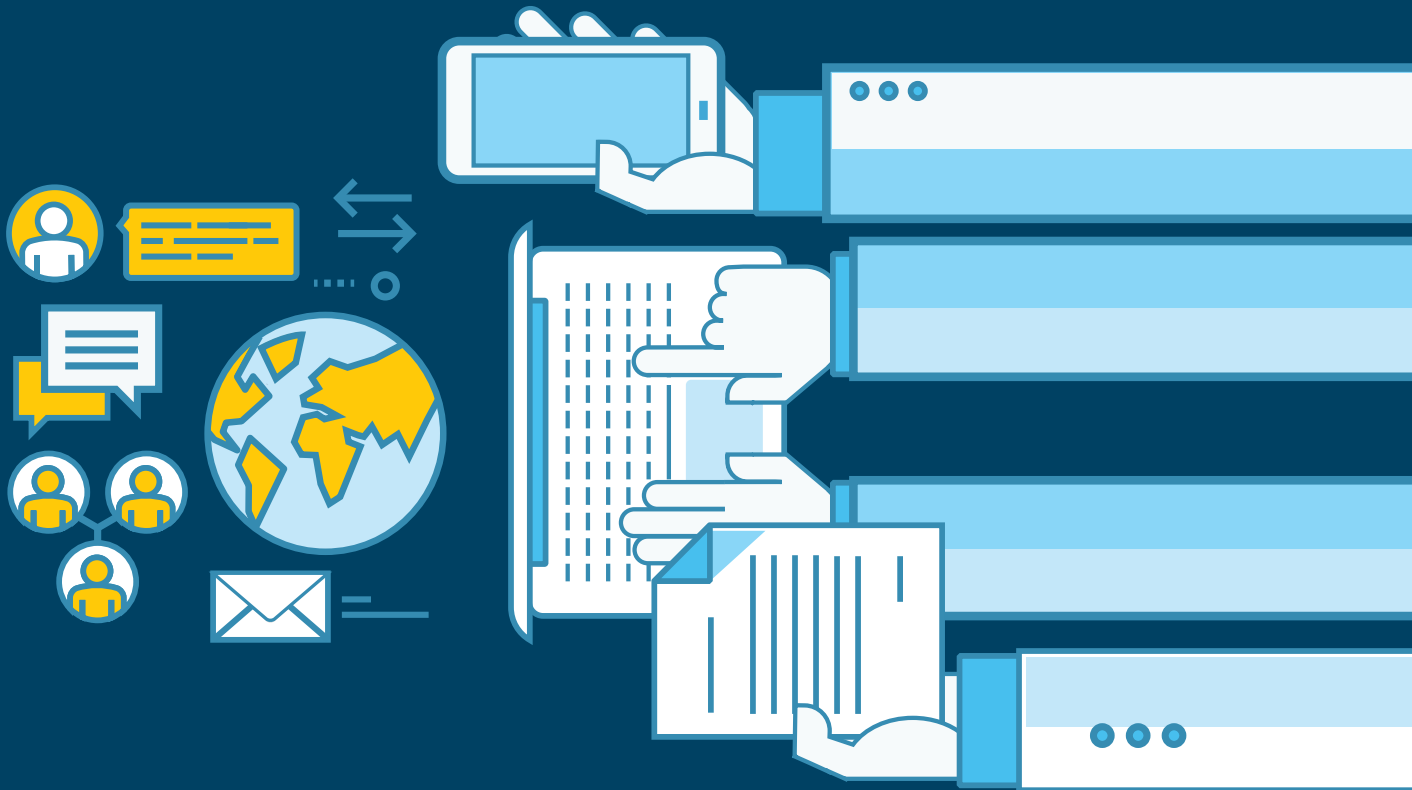


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WHY CUSTOMER REVIEWS MATTER AND HOW TO GET THEM

It shouldn't be surprising that [customer reviews](#) increase conversion rates and [average spend](#) to boost sales by up to 18%. After all, modern online shoppers trust such reviews almost as much as they trust [personal recommendations](#) and far more than they [trust manufacturer's product descriptions](#). Here are a few tips for getting more customer reviews:

1

MAKE THE MOST OF YOUR FACEBOOK PAGE

[Facebook](#) lets your customers rate your ecommerce store and write detailed reviews that are readily accessible by all other Facebook users. You'll also get notified if they tag your business in their timeline posts, and be able to respond to any of their concerns.

2

HOW REVIEWS IN GOOGLE SEARCH RESULTS

If your online store also has a physical presence, you can sign up for [Google My Business](#) and take control of a business listing that appears in Google Maps and in the right sidebar of search results. Potential customers can also receive a push notification about your listing when they're nearby.

3

LIST YOUR PRODUCTS IN ONLINE MARKETPLACES

Sites like [eBay](#) integrate customer reviews into the purchasing process and encourage customers to leave feedback about your products and customer service. And if you're using an omni-channel sales platform, such as [Neto](#), you'll be able to manage your marketplace listing alongside your main store.

4

FIND REVIEW WEBSITES FOR YOUR NICHE MARKET

In addition to the universal review sites, such as [ProductReview](#), [TrueLocal](#) and [Yelp](#), there are many review websites aimed for a particular niche, like [TripAdvisor](#) for tourism and hospitality, or [GoodReads](#) for books. Find your niche review site by searching for your industry or product type with the word "reviews".

5

ASK FOR REVIEWS, AND MAKE IT EASY FOR CUSTOMERS TO DELIVER

Follow [eBay's](#) fine example and make feedback part of your online store's purchasing process. Ask for reviews in all transactional emails, such as order confirmations and invoices, with a one-click rating response or links to your preferred review sites.

You've already given your customers a great experience. Now it's time to help them spread the word by adding customer reviews to your ecommerce store's product pages and external review sites, and boost your bottom line.

[Neto](#) is the only Australian retail management platform that provides a complete solution for ecommerce, Point of Sale, Inventory and Fulfillment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

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Sell everywhere, manage everything

START YOUR 14-DAY TRIAL