

How Online Reviews Influence Offline Sales

 start.youreview.us/online-reviews-influence-offline-sales



Leverage Your Online Reviews into An Increase in Revenue

The first thing most people do when they come across advertising for a new business is to look for online reviews from past customers. Bad reviews damage to your reputation and discourage new customers from giving you a try. A lack of online reviews can have the same effect since users want to see some type of history on your company and want more than your marketing efforts to rely on.

How Reviews Impact Offline Sales

Online reviews affect more than just purchases made online. Brick-and-mortar stores also depend on virtual customer feedback. The **ROBO (research online, buy offline)** economy is driven by consumers doing online research on a product on a mobile device right there in a store before making a purchase.

Each dollar spent at a physical store feels five times the impact of customer reviews than those spent with an online merchandiser. That makes it doubly important for businesses operating both on and offline to keep up with the feedback being provided about their services.

Provide Feedback on All Reviews

Stop feeling helpless when you see someone post an inaccurate review of your business's products or services. Make sure customers get to see your version of events and get a well-rounded view of a situation. YouReview's "review stream" helps you direct the best four and five-star reviews onto your primary web marketing platforms in an SEO-friendly format.

Common Review Sources

- Google
- Yahoo
- Facebook
- Foursquare
- Bing

YouReview allows you to provide quick responses to legitimate customer concerns where your business was truly at fault. Customers appreciate a public acknowledgment of mistakes and seeing efforts made to make things right with clients.

Improve Your Marketing Efforts

YouReview helps you organize, automate, and monitor your review campaigns and quickly access feedback provided from anywhere on the internet. We make sure positive responses about your business make their way onto well-trafficked listing sites used by Google and other search engines.

Think about the impact of having glowing reviews show up on Google's Map Pack. 32% of users respond positively to businesses achieving that type of placement. YouReview lets you send automated follow-up messages to customers encouraging postings about their experiences. 68% of customers end up doing this with the right type of nudging.

The Benefits of YouReview

YouReview's DIY software platform allows business owners to gain control over their business's online reputation. The unobtrusive nature of the platform encourages feedback from customers without making them feel pestered or uncomfortable. We encourage business to try us out risk-free for 14 days. There's no credit card required to sign up for the trial period.

Some YouReview Features

- Tracking of limitless review sources
- Daily web monitoring for new reviews
- Easy imports of your customer lists
- Access to our review response workflow tool
- Design custom reports
- Send emails, texts, and print invitations
- Auto-publish reviews to your website

You no longer need to worry about being blindsided by a random bad review or something

posted in bad faith hanging around with no response. YouReview provides you with real-time insights into what customers say about your company and help you pinpoint where improvements can be made on your end.

Give YouReview a Try Today – Start Your Free Trial

Customers can cancel at any time without being charged cancellation fees. We operate on a month-to-month subscription plan that you don't have to jump through hoops to end. Why not kick things off by giving our [free reputation scan report](#) a try?

We offer unparalleled customer service and work hard to resolve any issues you experience when using our platform. Our primary goal is making things easy for you and your customers. Call us today at (877) 331-5958 with any questions.