

How to use reviews to promote your business

Your Website

Your company's website is your virtual storefront – where better to showcase your reviews to potential customers?

- Add a “*Testimonials*” page
- Showcase reviews on your home page, contact page and more
- Add testimonials or ratings to a banner and the footer of your website
- Talk to us about adding reviews to your website with our handy widget



Social Media



Social media is a great place to share your most glowing reviews. If the reviewer is happy to be identified, you can also tag their social media handle in the post – an excellent way to show that your review is genuine.

Promotional Videos

A happy customer singing your praises on video is incredibly valuable. Viewers not only get to see that the compliments come from a real person but can see the genuine satisfaction in their body language and facial expressions.

If you've had a great written review, consider reaching out to the reviewer to see if they'll help with a video.



Offline Marketing

Online review content can also be used to great effect in offline print media. Magazine ads, leaflets and brochures can be quite impersonal, so including reviews or your star rating on Yell or Google business profiles provides valuable social proof. You could also add your reviews or ratings onto your van, shop front, business cards, etc.

Order your free review promotional pack, visit yell.com/contactus and ask Hartley for ‘*Stickers*’