

The Power of Reviews



These are SOOOOO Powerful!

The sad truth is that consumers have never been as cynical and as sceptical as they are today.

With hundreds of adverts and marketing messages battling for attention every hour, consumers simply don't know whether your marketing message is hype and sales blurb, or whether it's honest and genuine.

This scepticism comes from experience

Trickery and misrepresentation are perceived to be widespread and most consumers have bought products and services that haven't lived up to the claims made for them.

This scepticism is the reason why reviews are one of the most powerful and effective weapons in your marketing arsenal, and why you simply can't afford to underestimate them.

People expect you to say wonderful things about your own products and services.

They've grown accustomed to the hype, the hard sell and the fluff and puff, and they no longer take what they read or hear at face value.

This may come as a shock to you but...

"People won't always believe what you say about your own business."

When your customers say it for you, though, people are much more trusting, and they are much more likely to engage with and believe what they hear.

Here's a big "rule" for any business

*"What others say about you is **TEN TIMES** more powerful than what you say about yourself"*

This is why **reviews** are such an **important** part of your **marketing**.

Local thebestof businesses know that they get a better response – always – when their customers speak for them.

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne



TOP TIP TUESDAY!

With great reviews you'll be able to:

- Position yourself differently from your competitors
- Significantly boost your credibility
- Build a stronger connection with your customers

The fact is that most businesses are rubbish at using reviews – so when you do use 'em properly and have them coming in regularly, you stand out a mile.

And if you want to know how to get more reviews effectively and consistently, then give me a call, my number is in the footer!

PS – Keep an eye on your emails over the next couple of weeks to see how important the next 12 month's worth of reviews could be for you and your business!

How Many do YOU Have?



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