

The Power of Review Requests

A case of generating reviews, improving online reputation, and growing a local business.

How EzyReview has helped a local pizza shop increase its online review rating and increase sales using Vendasta's Customer Voice.



About EzyReview

**“We believe that
happy customers
will do your
marketing for you.”**

*- Dan Roberts,
Owner & CEO, EzyReview*

Background

Digital marketing agency, EzyReview emerged from the idea that people buy from the businesses they trust. For over 10 years, EzyReview has been helping local businesses manage, monitor, and improve their online presence to gain more customers and dominate the local market.

Dan Roberts, the owner and CEO of EzyReview serves over 50 clients, primarily in the automotive, restaurant, and professional services verticals. As an industry veteran, he delivers superior service to his clients every day.

Objective

EzyReview's goal was to find the solution to help local businesses take a holistic approach to managing their online reputation, placing high importance on the power of customer reviews.

The Approach

90%

of consumers use reviews to
make buying decisions

YET, ONLY

36%

of small businesses invest
in review marketing

EzyReview understands a gap exists between what consumers are searching for online and what local businesses are investing marketing dollars into.

EzyReview needed a way to tell a **holistic and compelling story** about online reputation management and review marketing to the small businesses they serve in order to bridge the gap and help businesses engage with more customers.

When it comes to a business's online reputation, there's no taking your foot off the gas.

Our clients are motivated by the entire Google experience, the branding, and the SEO associated with getting more reviews and responding to them. Google is not just a directory—it's online real estate for a business."

- Dan Roberts, Owner & CEO, EzyReview

The Power of Review Requests

Vendasta's powerful review generation tool, **Customer Voice** allows a business to capture customer reviews on some of the most popular review sites for its industry. Businesses harness valuable customer feedback and experiences to boost online star power and drive more business. Positive and recent reviews are proven to win the trust and loyalty of new customers.

"We are adamant on training our clients to understand the holistic importance of their online reputation and how Customer Voice helps them to achieve their goals. It's not just about the getting more reviews in, but managing them as they do. Consistent reviews and responding to them in a timely manner is what drives your business to the top of a Google search result."

One client in particular, Pizza Pirates, began using Customer Voice to help achieve its business goals and in a few short months, has made impressive strides in improving its online reputation.

My clients are seeing results with Customer Voice and it's fueling their appetite to use it every day.

- Dan Roberts, CEO & Founder, EzyReview



About Pizza Pirates

**“We are confident
that if you’re a
customer once,
you’re a customer
for life”**

*- Adiyat,
Owner, Pizza Pirates*

Background

Prior to January 2016, Pizza Pirates was a failing pizza shop. Adiyat and his business partner took over the Pizza Pirates name, flipped the business on its head, and planned to turn it into the city’s go-to pizza joint!

“Once we improved the store and the pizza recipe, we knew we had the quality under control. How can we market our product so people know what we sell? The market is online, so we started there.”

- Adiyat, Owner, Pizza Pirates

Objective

Pizza Pirates’ goal was to improve its online presence, increase foot traffic, and earn a reputation of quality. While there remained some clientele from the previous owners, Adiyat knew there was more revenue to be earned and that he should be targeting customers online and on their phones.

Getting Real Results

Pizza Pirates has been sending SMS review requests since June 2018 through Customer Voice; as of April 2019, they have **sent over 2,500 SMS**. In tandem with using Customer Voice, EzyReview meticulously built out a Google page for the business to showcase its reviews and build trust with the local community.

The effort has paid off: since beginning to send review requests, Pizza Pirates has witnessed staggering improvements to its online reputation and increased traffic through the door!



Increased average star rating

→ Increased average monthly rating from 3.8 to **4.9 stars** after just one month of sending SMS requests

→ Increased rating **by 1.2 stars overall** and has maintained above industry average rating ever since



Improved online reputation

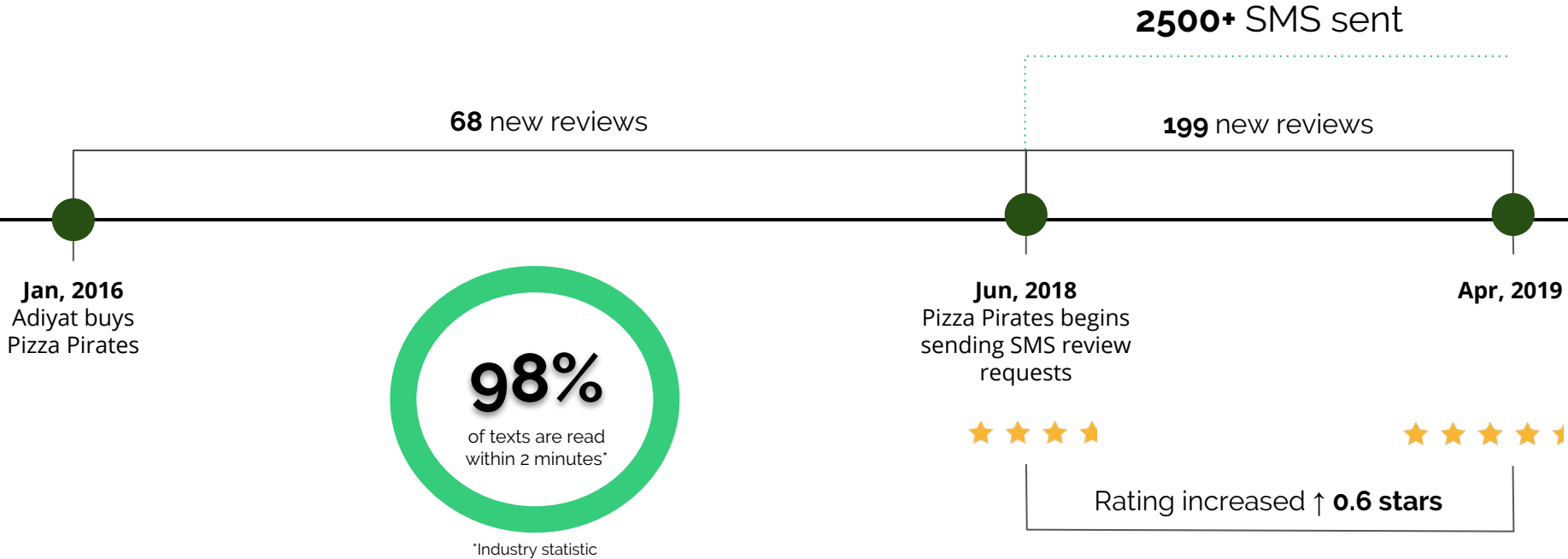
→ Facebook Recommendations climbed from 80% to **92% recommended**



Boosted revenue and foot traffic

→ Sales have **increased by ~30%** since June 2018

Pizza Pirates: By the Numbers



“Sending SMS requests has become part of their culture.”

Using customer information from an online ordering platform, Pizza Pirates sends on average 6 SMS review requests every day.

“SMS is the sexy part of the product. To get away with just a name and a phone number is all it takes! It’s your branding on review solicitation! That is a closing tool.

I recommend my clients add a URL into their email signature to gather even more reviews. This makes sure that it becomes part of their culture and their branding.”

- Dan Roberts, CEO & Founder, EzyReview



“Email can be effective, but text is instantaneous.

We send requests everyday so that the memory is fresh. Sometimes a customer is still enjoying the pizza when we ask for a review.

I personally respond to all the reviews we receive to keep up a good reputation.”

- Adiyat, Owner, Pizza Pirates

More than just review requests...

Vendasta offers much more than just review requests.

Think of Vendasta as an agency growth engine, with numerous products and services that are accessible for our partners to sell to their clients. Gain access to:

- White-label Marketplace
- CRM
- Email marketing
- Snapshot Report - the award-winning prospecting tool
- Marketing Services team - where we do the fulfillment for you
- ...and so much more!

Explore how Vendasta can work to grow your agency and deliver on more than just getting your clients more reviews!

“Anyone that engages with Customer Voice, must engage with the Listings and Reputation Management tool as well.”

- Dan Roberts, Owner & CEO, EzyReview

