

How staff can actively promote your business (without breaking the rules)



Can't write reviews



Can encourage guests to write reviews

- Even if a staff member has a genuinely great stay, meal, or experience with you, they can't write a review about it
- Neither can their friends or family
- They also can't write reviews about your competitors
- And your competitor's staff can't write about you either

- Remind visitors about the different platforms that they can give feedback on
- Let guests know that they can tag you in their posts, and use your hashtag if you have one
- Encourage others to share their experiences and book their next visit by engaging with reviews, and sharing them across your company's social media platforms, and staff members' own profiles

Can't stop bad reviews from going online



Can try to resolve any problems in-house

- Staff can't pick and choose who gets asked to leave a review
- Adjusting information like email addresses, check out dates and more to try and prevent visitors who didn't have great stays from leaving reviews on TripAdvisor is strictly against the rules

- Even bad experiences can be a great opportunity to show patrons how much you care about your customers
- Handle negative situations delicately, and offer to resolve problems in a way that is better than your customer might expect to turn potential rants into raves
- Unhappy guests who threaten to leave a bad review if you don't give them a discount can be reported to TripAdvisor, and their review may be rejected straight away if they follow through with their threat
- Make sure visitors know about all the ways that they can give feedback aside from online reviews
- Respond to reviews, or bring them to management's attention, to show the reviewer, and anyone else who might be reading, that you really care about guest feedback, and want to improve



Australia's Meriton Serviced Apartments were **fined \$2.2 million for purposely entering incorrect guest email addresses** when they thought their visitors might leave a bad review!



Did you know?

GuestRevu's feedback surveys help businesses **get more reviews that have higher scores** than those left organically?

By asking about any less-than-stellar aspects of a stay within the survey, guests are more inclined to give a higher rating than they would have done if they hadn't had a chance to tell management about their problems.

Can't have incentives for leaving reviews



Can have special offers for all guests

- Reviews that are written in order to get a discount, special offer or other benefit are **unlikely to reflect an honest and unbiased opinion** of a business
- Asking patrons to remove their negative review in return for a discount or special offer isn't allowed either

- Your marketing team is welcome to offer discounts to guests regardless of whether they write a review or not
- Encourage staff to share special offers across their various channels — from emails, to social media, word of mouth, and any other way they can think of!



Did you know?

You can **offer a discount on a visitor's next meal or stay** when guests complete your GuestRevu feedback survey!

Whether their feedback is good or bad, and whether they leave a review on TripAdvisor or not, you can include a discount code in your Thank You email once the survey has been completed.

When you've got the right team behind you, they'll naturally **want to promote your business in any way they can!**

