

# WHY ONLINE REVIEWS MATTER

One of the quickest and easiest ways to grow your wedding business is through reviews. In today's world, having a strong online presence for your business is a must! After all, **88% of consumers trust online reviews as much as personal recommendations.**

## Reviews from past clients help you:

- **Increase your visibility:** 87% of engaged couples read reviews when searching for wedding vendors.
- **Enhance your credibility:** 72% of consumers find a variety of opinions to be valuable when reading through reviews.
- **Book more wedding clients:** 79% of wedding professionals report that online reviews are critical to their business.

Adding reviews to your business process is an easy way to increase your online reputation and get more leads. If your business is ready to start building your online reputation, take these three first steps:

### 1. Make collecting reviews a top priority.



Start the conversation during your sales process so that clients won't be surprised when you ask for a review after the event.

### 2. Don't be afraid to ask for reviews.

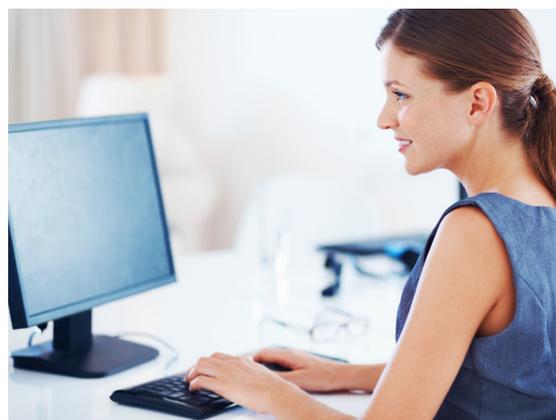


When asking for reviews, don't be afraid to remind your clients if they didn't respond right away. Oftentimes, clients were simply busy the first time around, so give your clients a gentle reminder via email or by sending a handwritten note.

### 3. Showcase your reviews.



Use your reviews throughout multiple channels to make sure prospective clients are finding the information they need before contacting you. Seeing a glowing review may be the reason they decide to reach out.



## HOW COUPLES FEEL ABOUT REVIEWS

*"I'm looking for exceedingly positive experiences as well as what negative experiences people have had. I like to put myself in their shoes and see if I could deal with that if it happened to me."*

- CHRISTA K., ALASKA

*"Positive feedback is so important to vendors that I want to make sure I write reviews on as many places as I can to spread the word."*

- ASHLEY M., VIRGINIA

Today's couples want to hear real stories from other real couples so they can gauge whether you can help fulfill their vision – the more reviews you have, the easier their decision!