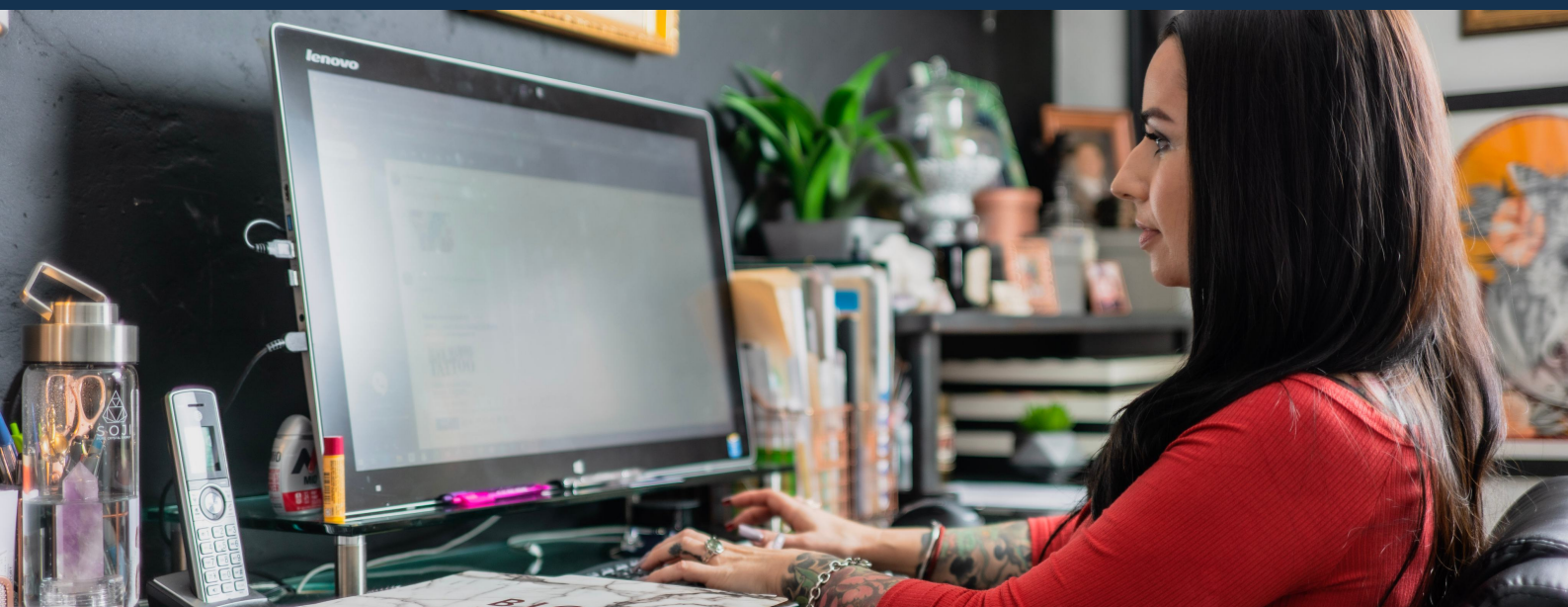


CHECKLIST

Harnessing the power of client reviews

Client reviews act as a beacon for potential customers, offering insights into the quality and reliability of your services. They serve as social proof, mitigating perceived risks and reassuring clients of their choices.

Unlock the full potential of client reviews with our comprehensive checklist. Perfect for accountants and bookkeepers starting out or those looking to elevate their reputation and attract new clients, this guide is your roadmap to success.



Setting the stage

Audit your current online presence: Review all platforms where your business is listed.

Identify your review champions: Pinpoint satisfied clients who can provide compelling testimonials and create User Generated Content (UGC) in the form of video testimonials.

Craft your review request template: Develop a friendly, concise template for soliciting reviews.



Collecting reviews

Implement a feedback system: Choose the right tools (e.g., Google Forms) to collect client feedback easily.

Choose the right moment: Identify optimal times to ask for reviews, such as shortly after your last interaction, ensuring clients are most receptive.

Personalise your requests: Tailor each request to the client, making them feel valued and understood.





Platform-specific strategies



Google My Business optimisation: This is your digital storefront. Keep it lively with fresh content, respond to reviews professionally, and make sure your contact information is up to date.



QuickBooks Find-a-ProAdvisor profile: Ensure your qualifications and services are up-to-date, and showcase your client reviews prominently.



Social media profile optimisation: Regularly update your profiles on LinkedIn, Facebook and Instagram with articles, endorsements, and professional achievements.



Engaging with reviews



Respond to every review: Whether positive or negative, each review deserves recognition and a professional response.



Showcase positive reviews: Utilise testimonials in your marketing materials, on your website, and across social platforms.



Monitoring and improving



Track your review performance: Use tools to monitor the impact of reviews on your business.



Ask for regular feedback: Keep the lines of communication open with clients for ongoing improvement.



Regularly update your strategy: Stay adaptable, refining your approach based on results and client feedback.



Taking action



Set clear goals: Define what success looks like for your review strategy.



Assign responsibilities: Ensure your team knows who is responsible for each aspect of the review process.



Schedule regular check-ins: Dedicate time to review progress, celebrate wins, and adjust tactics as necessary.

Capturing and leveraging client reviews is an ongoing process, one that requires persistence, patience, and a proactive approach.



For more insights and practical tips, remember to check our website for a wealth of resources tailored to help your business thrive in the competitive marketplace.

