BigBuzz
DIGITAL MARKETING

Reputation Manager

How to create a Get Reviews Campaign

1. Create or select a Get Reviews template

Click the 'Get Reviews' tab on your Reputation Manager report (shown below within the red box).

There are two ways to create a template, depending on whether you've created one before.

a) Select template

If you already have existing templates, you'll see a dropdown. Simply select the template you want to use for this campaign (you can choose the existing template from the dropdown). If you select 'Duplicate' from the dropdown, you can either duplicate the template (and then make edits) or edit that existing one. It's also possible to delete a template that is no longer required.

b) Create template

If you haven't created a template before, you must click on the green 'Get Started' button (shown below in the red box) that appears.

Get started here

1 **Choose your template**
Select the template you want to use for this campaign. You can select the existing template, edit an existing template or create a new template.
Use an existing template

| 2nd template (copy) Last used ▼ | Duplicate ▼ | Create New Template |

2 **Select review sites**
Select which review sites you want to direct people to leave reviews on.

Select Review Sites

3 **Choose when you are notified of NPS feedback by email** New
Choose whether you would like instant email notifications or a daily bundle

Set email notifications

4 **Choose your request method**
Use 'Send Campaign' if you'd like to import contacts and send them review requests via email or SMS. Use 'Get Request URLs' if you'd like to get a review request URL for use in in-store kiosks, online sharing, or somewhere else.

Send Campaigns   Get Request URLs

If a template has already been created, but you'd like to make another one from scratch, you will also have the option to select the blue 'Create New Template' button (see the red box below).

View Report:
Reputation Manager

⭐ [⚙ Actions ▾]

Monitor Reviews   Get Reviews   Showcase Reviews

Get Reviews

Take control of your reputation

BrightLocal makes it easy for you / your clients to get more reviews and enhance your online reputation.

You can send personalized campaigns that gather valuable feedback and guide customers to write reviews on the sites that are most important to you.

Before you get started, take a minute to see how it's done!

Get started here

1 **Choose your template**
Select the template you want to use for this campaign. You can select the existing template, edit an existing template or create a new template.
Use an existing template

[2nd template   Last used   ▾]   [Duplicate ▾]   [Create New Template]

2 **Select review sites**
Select which review sites you want to direct people to leave reviews on.

[Select Review Sites]

3 **Choose when you are notified of NPS feedback by email** `New`
Choose whether you would like instant email notifications or a daily bundle

[Set email notifications]

4 **Choose your request method**
Use 'Send Campaign' if you'd like to import contacts and send them review requests via email or SMS. Use 'Get Request URLs' if you'd like to get a review request URL for use in-store kiosks, online sharing, or somewhere else.

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c) General Settings

At the 'General Settings' section, you can start creating your campaign template.

Here, you can:

- Name your template
- Add your logo
- Select the review sites you want to direct users to
- Select your preferred NPS threshold score

Template name: Simply give your template a name, so you can reuse it for other locations (see below within the red box).

General Settings

You are about to create or edit a 'Get Reviews' template. Start by naming your template, adding your logo, and setting the NPS feedback threshold.

Template Name

Template name: ⓘ

[   ]

Upload Logo

Upload the logo you want to display on your branded emails and landing pages. If no logo is uploaded, the business name will be displayed instead.

Upload logo (optional):

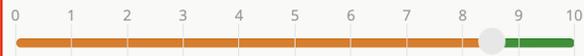| Filename	Size	Status

Drag files here.

Add Files   0 b   0%

jpg/png/gif format only. Max size 2MB. Image will be cropped to fit 300px x 100px

Set your Feedback (NPS) Score

When we contact customers to ask them to review this business, they will select a feedback score (0-10: 0 = terrible; 10 = amazing). We use the **NPS** (Net Promoter Score) approach for determining customer satisfaction.

Use the slider below to set what's considered a 'positive score' threshold for this Location. This will be used to differentiate between a Promoter and a Detractor when setting up your campaign.

Promoters are customers who have left a rating above the Feedback Score you set here. Detractors are customers who have left a rating below your chosen Feedback Score.

0   1   2   3   4   5   6   7   8   9   10

Score of 0 - 8 is a negative score   Score of 9 - 10 is a positive score

Direct-to-Review Setting

Check the box below if you would like to skip asking for feedback from Promoters. Detractors will be asked to leave feedback before they can go onto writing a review on your chosen sites.

Learn more about the Direct-to-Review Setting here.

Enable Direct-to-Review Setting

Upload Logo: Click on the 'Add Files' button to upload a picture of your logo, or simply drag files into the box — if no logo is uploaded, we will display the business name instead.

NPS Slider: Next, you'll see the NPS Slider under 'Set your Feedback (NPS) Score'.

When we contact customers to ask them to review the business, they can select a feedback score (0 - 10, where 0 = terrible and 10 = amazing). We use the **NPS** (Net Promoter Score) approach for determining customer satisfaction.

Use the slider to set what's considered a 'positive score' threshold for the location — this will be used to differentiate between a 'Promoter' and a 'Detractor' when setting up your campaign.

General Settings

You are about to create or edit a 'Get Reviews' template. Start by naming your template, adding your logo, and setting the NPS feedback threshold.

Template Name

Template name: ⓘ

[   ]

Upload Logo

Upload the logo you want to display on your branded emails and landing pages. If no logo is uploaded, the business name will be displayed instead.

Upload logo (optional):

Filename	Size	Status

Drag files here.

| Add Files | 0 b | 0% |

jpg/png/gif format only. Max size 2MB. Image will be cropped to fit 300px x 100px

Set your Feedback (NPS) Score

When we contact customers to ask them to review this business, they will select a feedback score (0-10: 0 = terrible; 10 = amazing). We use the **NPS** (Net Promoter Score) approach for determining customer satisfaction.

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Promoters are customers who have left a rating above the Feedback Score you set here. Detractors are customers who have left a rating below your chosen Feedback Score.

0   1   2   3   4   5   6   7   8   9   10

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Learn more about the Direct-to-Review Setting here.

🔵 Enable Direct-to-Review Setting

Once you are happy with the settings on this page, click 'Next' in the bottom right-hand corner of the page.

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d) Email Settings

Next up, you'll see the Email Settings page, where you can draft up the email messages to prompt people to review this location.
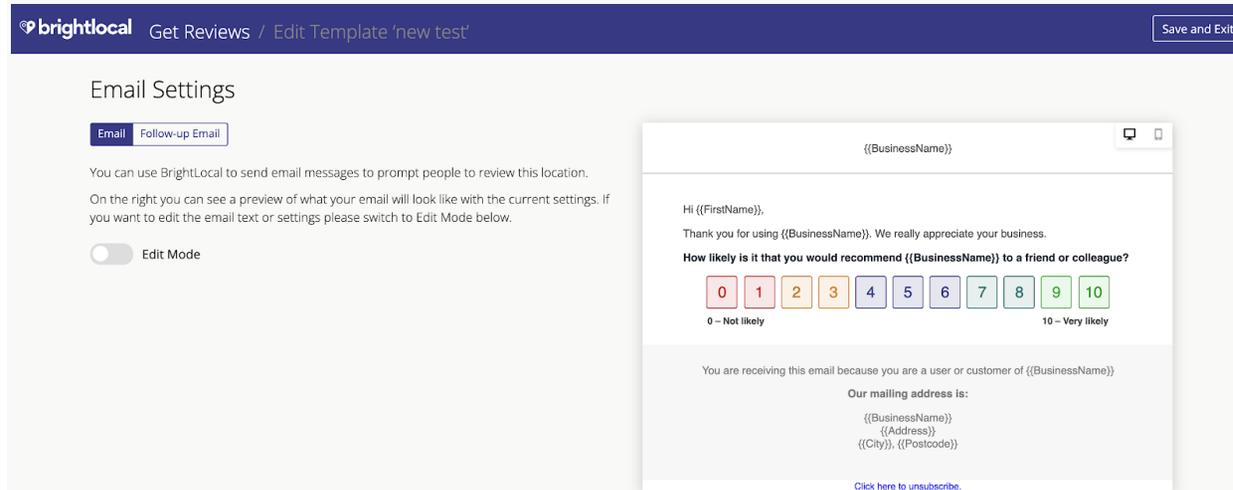
On the right-hand side, you'll see a preview of what your email will look like using the current settings. If you want to edit the email text or settings, please switch to Edit mode — as illustrated below — by switching on the toggle shown within the red box.

Email Settings

Email Follow-up Email

You can use BrightLocal to send email messages to prompt people to review this location.

On the right you can see a preview of what your email will look like with the current settings. If you want to edit the email text or settings please switch to Edit Mode below.

Edit Mode

Then, you'll see the following options to edit the email:

Email Settings

Email | Follow-up Email

Use the fields below to customize the first email message that we send.

Edit Mode

Email Text

Email subject:

Would you like to review your recent experience at {{BusinessName}}?

You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject. {{BusinessName}} will be taken from Reputation Manager report settings.

Email introductory text:

Hi {{FirstName}},

Thank you for using {{BusinessName}}. We really appreciate your business.

You can use {{FirstName}} and {{BusinessName}} as placeholders in your email text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

Email subject: Here, you can input your own wording for the email subject. You can use {{BusinessName}} as a placeholder in your email subject, which will be taken from the 'Reviews & Ratings' report settings.

Email introductory text: This is the edit box for the email. You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email text — the {{FirstName}} will be taken from the CSV file and populated, while {{BusinessName}} will be taken from 'Reviews & Ratings' report settings. You also have basic formatting abilities such as bold, italic, bullet points, hyperlinks, etc.

Email sign-off text (optional):

↶ ↷	**B** *I*	☰ ☵	🔗

You can use {{FirstName}} and {{BusinessName}} as placeholders in your email text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

Email sign-off text: This optional section lets you input the email sign off, if needed. Again, you can use {{FirstName}} and {{BusinessName}} as a placeholder in your email text, where {{FirstName}} will be taken from the CSV file, and {{BusinessName}} will be taken from 'Reviews & Ratings' report settings. You also have basic formatting abilities such as bold, italic, bullet points, hyperlinks, etc.

Next is the 'Legal Content' section — this information is required to be displayed in the email footer as part of our Terms and Conditions that are enforced by anti-spam law. You must include your contact information inside every email campaign that you send, including a physical mailing address or PO Box where you can receive mail (*not* a website or email address).

Legal Content

The following information is required to be displayed in the email footer as part of our Terms and Conditions, which are enforced by anti-spam law.

Permission reminder:

> You are receiving this email because you are a user or customer of {{BusinessName}}

You can use {{BusinessName}} as a placeholder in your email text. {{BusinessName}} will be taken from Reputation Manager report settings.

You must include your contact information within every email that you send, including a physical mailing address or PO Box where you can recieve mail. (Not a website or email address)

Physical address:

> {{BusinessName}}
> {{Address}}
> {{City}}, {{Postcode}}

You can use {{BusinessName}}, {{Address}}, {{City}} and {{Postcode}} as placeholders in your email text. These will be taken from Reputation Manager report settings.

On this page, you will also find the blue 'Follow up email' button (see below in the red box):

Email Settings

Email **Follow-up Email**

We normally send two emails to your customers to increase the chances of them leaving a review. The Follow-up Email is only sent if the recipient doesn't click through to a review site after opening the first email. You can customize or disable the Follow-up Email text here.

🔘 Enable Follow-up Email (48 hours after first contact)
🔘 Edit Mode

Email Text

Email subject:

Would you like to review your recent experience at {{BusinessName}}?

You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject. {{BusinessName}} will be taken from Reputation Manager report settings.

Email introductory text:

↶ ↷ **B** *I* ☰ ☰ 🔗

Hi {{FirstName}},

Thank you for using {{BusinessName}}. We really appreciate your business.

You can use {{FirstName}} and {{BusinessName}} as placeholders in your email text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

This allows you to control the campaign's 'follow up email'. Here, you can enable it by clicking on the 'Enable follow up email' toggle. If you wish to edit the follow-up email, click the 'Edit mode' toggle.

Email Settings

Email | **Follow-up Email**

We normally send two emails to your customers to increase the chances of them leaving a review. The Follow-up Email is only sent if the recipient doesn't click through to a review site after opening the first email. You can customize or disable the Follow-up Email text here.

Enable Follow-up Email (48 hours after first contact)

Edit Mode

Email Text

Email subject:

Would you like to review your recent experience at {{BusinessName}}?

You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject. {{BusinessName}} will be taken from Reputation Manager report settings.

Email introductory text:

Hi {{FirstName}},

Thank you for using {{BusinessName}}. We really appreciate your business.

You can use {{FirstName}} and {{BusinessName}} as placeholders in your email text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

You can edit the email in the same way as outlined above.

e) SMS Settings

Next, you'll see the SMS Settings page, where you can customize your SMS campaigns.

See how it works here, in our handy video guide:

SMS Tab: In the preview pane, you'll see an example of how your SMS will look to the recipient. You can toggle edit mode to be switched on if you'd like to customize the text, but keep in mind that only 115 characters are available for each message.

SMS Settings

SMS **Rating Page**

The Follow-up SMS is only sent if the recipient doesn't click through to a review site.

On the right you can see a preview of what your SMS will look like with the current settings. If you want to edit the SMS text, just switch to Edit Mode below.

⬤ Enable Follow-up SMS (72 hours after first contact)

⬤ Edit Mode

9:41 AM **100%**

Today 8:21

Hi {{FirstName}},
Thank you for visiting
{{BusinessName}}. We'd love to
hear about your experience.
https://cfbak.com/UNIQUE-SLUG
Reply STOP to opt out

Type a message here
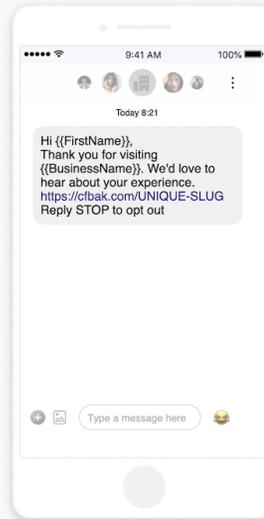
◀ Back   General > Emails > **SMS** > Landing Pages > Kiosk & Link Mode   ❓ Support   Next ▶

If you enable 'follow up' messages, these will be scheduled and sent out to contacts who didn't respond to the first message. For SMS mode these are sent 72 hours after and for all other modes (email, link and kiosk) 48 hours after.

Please note: Credits will be deducted when the follow up messages are sent, so please make sure that you have enough credits on account.

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SMS Settings

SMS   Rating Page

The Follow-up SMS is only sent if the recipient doesn't click through to a review site.

On the right you can see a preview of what your SMS will look like with the current settings. If you want to edit the SMS text, just switch to Edit Mode below.

Enable Follow-up SMS (72 hours after first contact)

Reminder: Follow-up SMSes cost the same number of credits as the first message. If you have insufficient credits no Follow-up SMS will be sent.

Edit Mode

SMS text ↗

Hi {{FirstName}},
Thank you for visiting {{BusinessName}}. We'd love to hear about your experience.

10 remaining

You can use {{FirstName}} and {{BusinessName}} as placeholders in your SMS text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

SMS text: Here is where you can edit the body of your SMS, use {{FirstName}} and {{BusinessName}} as a placeholder in your email text. {{FirstName}} will be taken from the contact(s) that you upload when you're ready to send the campaign. {{Business Name}} will be taken from report settings.

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Ratings tab: On this page, you can customize the introductory text that appears on the landing page which the user will be taken to once they have clicked the shortlink.

SMS Settings

SMS | **Rating Page**

The Direct-to-Review Setting is switched on for this template. Those leaving positive scores will not be asked for feedback. Instead, upon leaving their score they will be taken directly to Positive Landing Page 2, so they can leave a review right away. Learn more about the Direct-to-Review setting here.

Here you can customize the Rating Page of your SMS campaign, which is the web page the SMS directs customers to leave feedback on. On the right you can see a preview of how it looks on mobile devices. In order to avoid pushing the NPS rating 'below the fold', we'd recommend not adding too much text.

Edit Mode

Introductory text:

↶ ↷ | **B** *I* | ☰ ☰ | 🔗

Hi {{FirstName}},

Thank you for using {{BusinessName}}. We really appreciate your business.

How likely is it that you would recommend {{BusinessName}} to a friend or colleague?

You can use {{FirstName}} and {{BusinessName}} as placeholders in your ratings page text. {{FirstName}} will be taken from the CSV file. {{BusinessName}} will be taken from Reputation Manager report settings.

●●●●● 🛜   9:41 AM   100% 🔋

{{BusinessName}}

Hi {{FirstName}},

Thank you for using {{BusinessName}}.
We really appreciate your business.

**How likely is it that you would
recommend {{BusinessName}} to a
friend or colleague?**

10 - Very likely

| 10 |
| 9 |
| 8 |
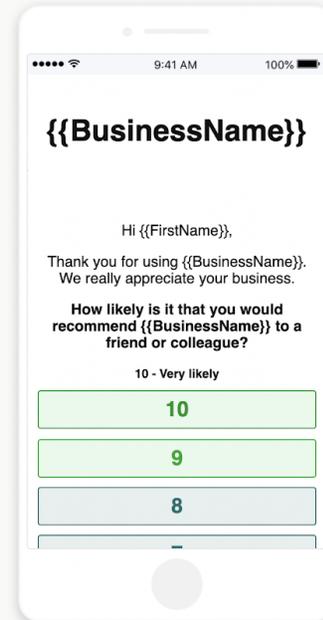
Please note: All requests sent via Get Reviews' SMS Mode will be sent from Toll Free numbers, rather than local numbers. This is to ensure that messages reach the intended recipients safely and with no blocking from mobile carriers.

f) Landing pages

After a contact has selected a score for the business, they will be directed to either a 'Positive score' landing page or a 'Negative score' landing page, depending on the NPS score they provided.

If you click the 'Edit mode' toggle, you will be able to customize your landing pages. Along the top are four buttons, where you can individually edit your positive and negative landing pages. See below for more information on each.

Edit mode for Positive Landing Page 1

If a customer gave a positive score, this is the first positive landing page that the customer will see — it shows them the NPS score that they gave. You can customize the text in 'Edit mode'. The feedback here is for internal information, so just for the business directly.

Checkbox: Selecting the checkbox will add a message to your landing page asking the customer for permission to use the review they leave as a promotional tool on your website or in marketing material. If you do not have permission from a customer then you cannot display the feedback/review using our Showcase Widget tool.

Feedback score test: This is the text for the first sentence in the landing page. Here, you can change and format the text, and you'll see this dynamically change in the sample landing page on the left.

Thank you text: This is the last sentence in the landing page, where you can change and format the text — again, you'll see this dynamically change in the sample email on the left.

Landing pages background color: You can select the color of the background here, and you'll see this dynamically change as you try different colors.

Edit mode for Positive Landing Page 2

This is the second landing page. You will see the review sites you will be selecting during the process within the preview on the right.

Thank you text: This is the main sentence within the landing page. Here, you can change and format the text — you'll see this dynamically change in the sample email on the left.

Edit mode Negative Landing Page 1

People who give a negative score are asked to provide feedback on the first of the two 'Negative Score Landing Pages'. They are then asked to write a public review on the second Negative Score Landing Page. Request the review sites you will be selecting, before you can import contacts.

On the right, you can see a preview of what your Negative Score Landing Page will look like with the current settings applied.

Thank you text: This is the main sentence on the landing page — here, you can change and format the text, which will dynamically change in the sample email on the left.

Follow-on text: This is the last sentence on the landing page — here, you can change and format the text, which will dynamically change in the sample email on the left.

Edit mode for Negative Landing Page 2

This landing page is for customers who are asked to write a public review on the sites of your choice. You will be able to engage with these customers and ensure them that their feedback will be taken seriously.

Enable voucher: Here, you enable the toggle to allow the input of a voucher code.

Thank you text: This is the main sentence on the landing page — here, you can change and format the text, which will dynamically change in the sample email on the left.

g) Kiosk and Link Mode Settings

The next options are to edit the Kiosk Mode — this allows you to request feedback from your customers on a dedicated web page, which you can present to them in person or through other customer communications.

This is ideal for restaurants, medical offices, handymen, and any other business that involves working and interacting with customers in person. If you do not wish to use this, then simply click the 'Save Template' button in the bottom right-hand corner — you can always come back and edit the template if you decide to use Kiosk Mode at a later date. If you click the 'Edit mode' toggle, you will be able to customize your kiosk landing pages.

Rating page tab:

Edit mode for Rating page introductory text: This is the question you want to ask the customer, and it will change dynamically in the template example on the right-hand side.

Edit mode for Feedback page: After a customer has selected a score for the business, they will be asked to provide their feedback, followed by their name and email address.

Introductory text: This is the question you want to ask the customer — you'll see it change dynamically in the template example on the right-hand side.

Feedback page tab

Email subject: You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject text, where {{FirstName}} will output the customer's first name, and {{BusinessName}} will be taken from 'Reputation Manager' report settings.

Email introductory text: This is the first sentence of the email — you'll see it change dynamically within the template email on the right.

Email body text: The main part of the email text that you can customize. You are only able to edit the text here, and it will pull in the review sites you have selected.

Checkbox: Selecting the checkbox will add a message to your feedback page asking the customer for permission to use the review they leave as a promotional tool on your website or in marketing material. If you do not have permission from a customer then you cannot display the feedback/review using our Showcase Widget tool.

Positive feedback step tab

Edit mode for Positive feedback email: A short time after the customer has left positive feedback, they'll receive an email from no-reply@customfeedback.com asking them to write a public review on at least one of your preferred review sites. You can only edit the text here, and it will pull in the review sites you have selected.

Email subject: You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject text, where {{FirstName}} will output the customer's first name, and {{BusinessName}} will be taken from 'Reputation Manager' report settings.

Email introductory text: This is the first sentence of the email — you'll see it change dynamically change within the template email on the right.

Email body text: The main part of the email text that you can customize. You are only able to edit the text here, and it will pull in the review sites you have selected.

Negative Feedback step tab

Edit mode Negative feedback email: If the customer has left negative feedback, they will receive an email from no-reply@customfeedback.com a short time after doing so, asking them to write a public review on one of your preferred review sites. You can only edit the text here, and it will pull in the review sites you have selected.

In the content of this 'Negative feedback' email, you have the opportunity to engage with the customer to ensure that their feedback will be taken seriously — potentially also providing a way to resolve the issue that doesn't result in a negative review.

Email subject: You can use {{FirstName}} and {{BusinessName}} as a placeholder in your email subject text. {{FirstName}} will output the customer's first name, while {{BusinessName}} will be taken from 'Reputation Manager' report settings.

Email introductory text: This is the first sentence of the email, and you'll see it change dynamically within the template email on the right.

Email body text: This is the main part of the email text that you can customize.

Enable voucher: Here, you can enable the toggle to allow you to input a voucher code.

Saving your template: Simply click the 'Save Template' button in the bottom right-hand corner to save your Get Reviews template.

2. Select Review Sites

Click on the 'Select Review Sites' button to choose your campaign's review sites — these will appear in all the landing pages / emails you have set up to drive the customer to leave a review. You can select up to three sites here.

Review site dropdown: Click here to select from our list of review sites.

Profile URL: Once you have selected the review sites on the dropdown, you can then copy and paste in the profile URL of the location for that review site. Once you are happy with this, click the green 'Continue' button, and you'll be taken back to the main page where you will now see the logo of the review site you selected together with an option to change it (if needed).

3. Choose When You Are Notified

You have the option here to receive email notifications about NPS feedback customers are leaving.

First of all click yes or no to indicate if you want to be notified at all.

If you click no, then you're all done.
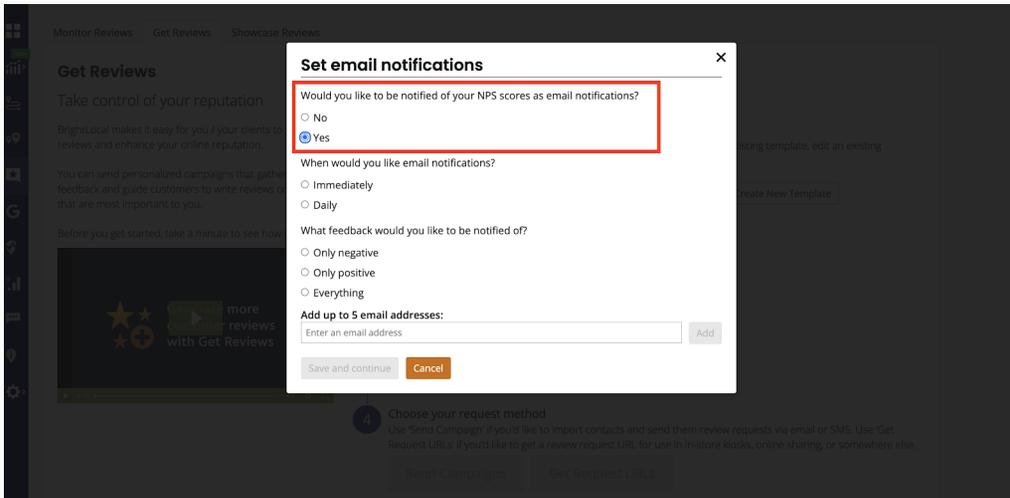
If you click yes, then you'll need to choose when you'd like to receive the notification emails. You can either choose to get notified immediately after a customer leaves feedback or with a daily round-up.
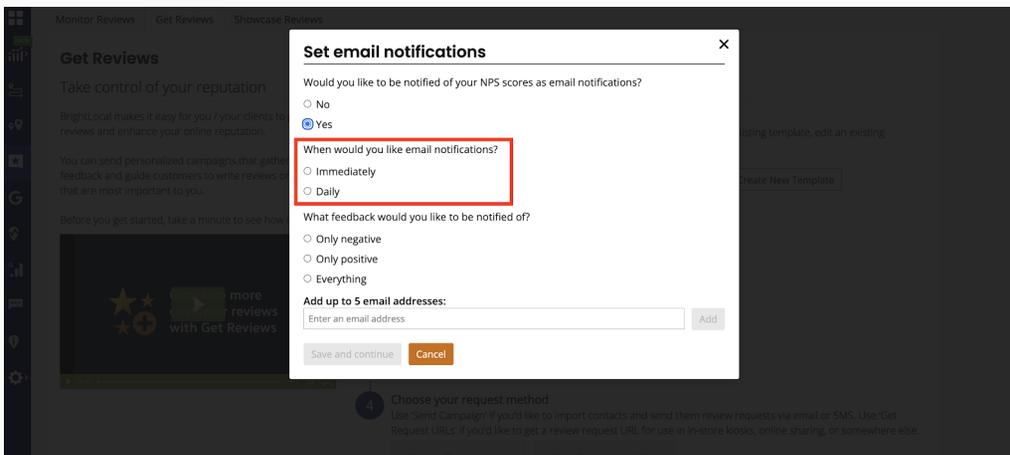
Next, you need to decide what type of feedback you want to include: only negative, only positive, or all feedback. What gets classed as positive or negative feedback will depend on the NPS feedback score that you set up in step 1.
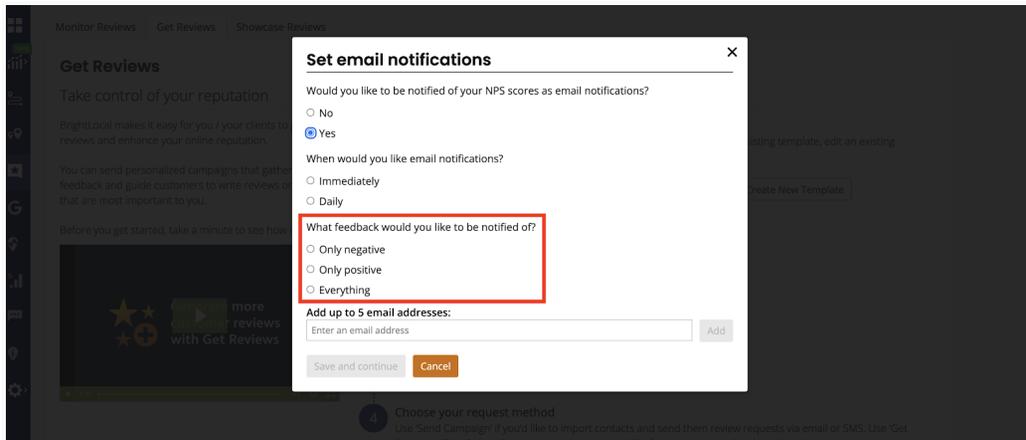
Lastly, enter up to five emails that you'd like to receive the notifications. That could be your customer support team. Or if you're an agency, that could be your client so they can handle the response to customers themselves.
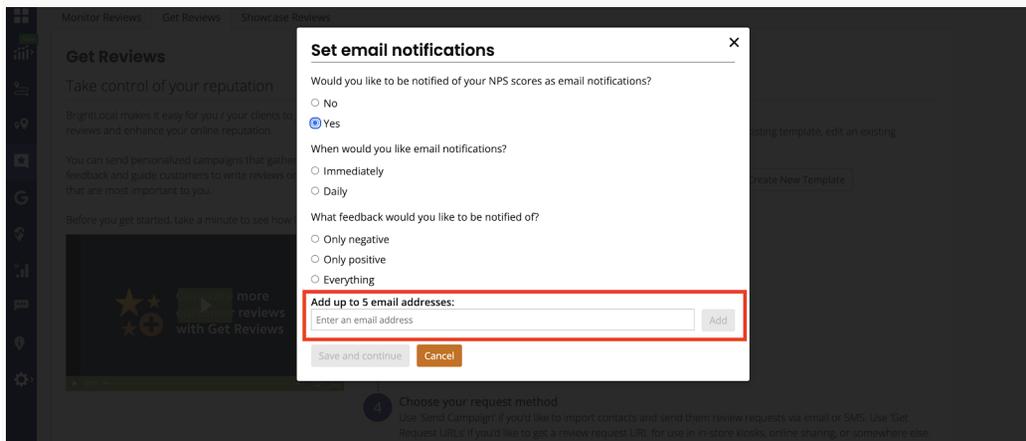

You can change the types of email notifications that you receive for each review campaign that you set up, so the right people are being notified at the right time and with the right information.

4. Send Campaigns

Email Campaigns: Contacts can be uploaded in bulk, via CSV, or entered manually using the 'Single' send screen. You'll need to confirm that you have the right to contact these people — whichever sending format you choose.
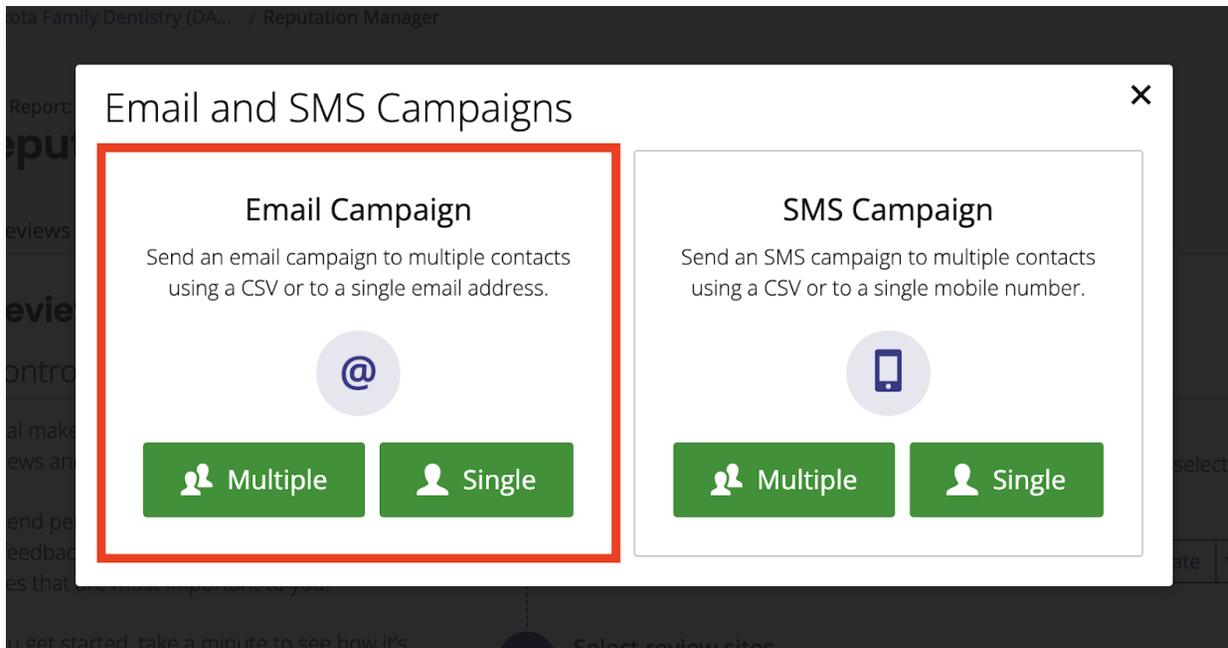
Single send email: Here, you can manually enter the details for a single contact.
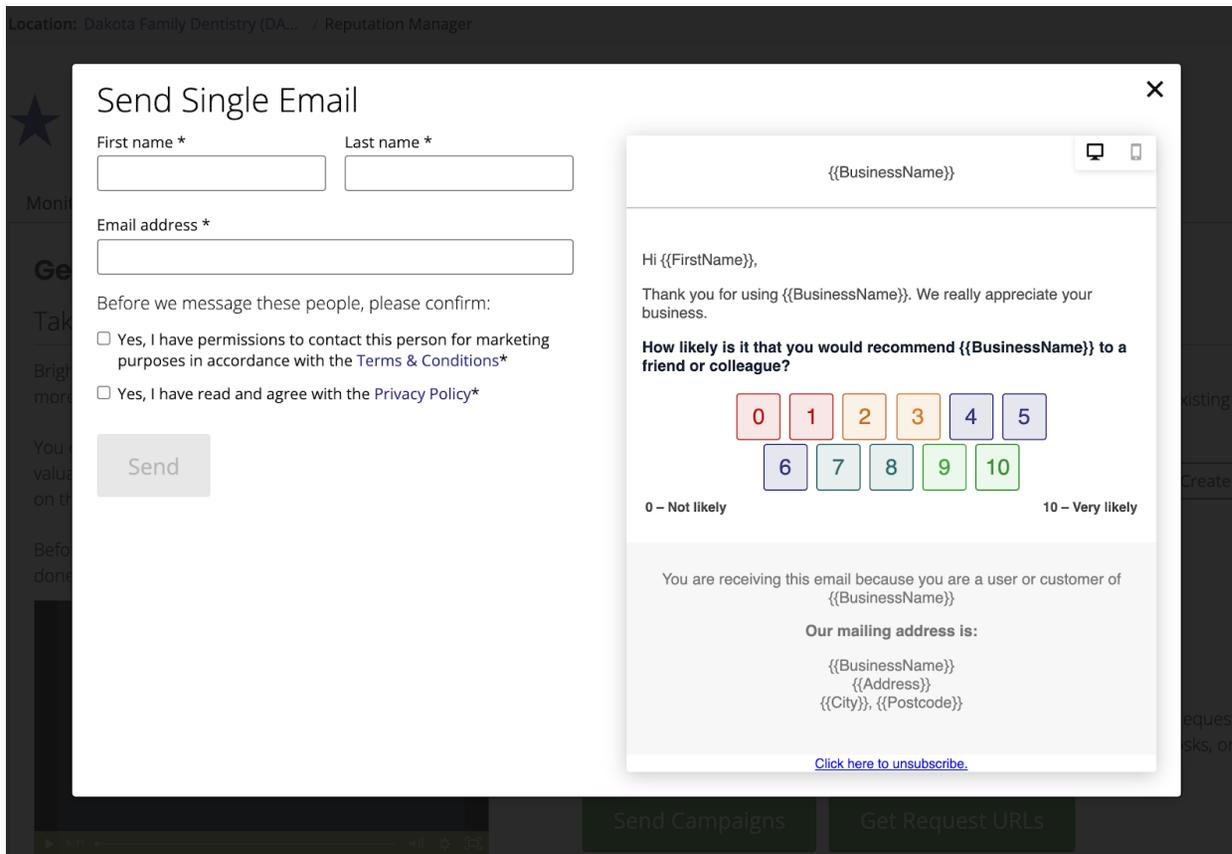
Multiple send email: On this screen, you can upload your contacts in bulk, with a maximum of 100 contacts per CSV file.

Import Contacts

Please upload a CSV-format list of the people you would like to get reviews from. You can use this template CSV to ensure the file structure is correct.

Choose CSV file: [Choose file] No file chosen

Before we message these people, please confirm:

☐ Yes, I have permissions to contact these people for marketing purposes in accordance with the Terms & Conditions*
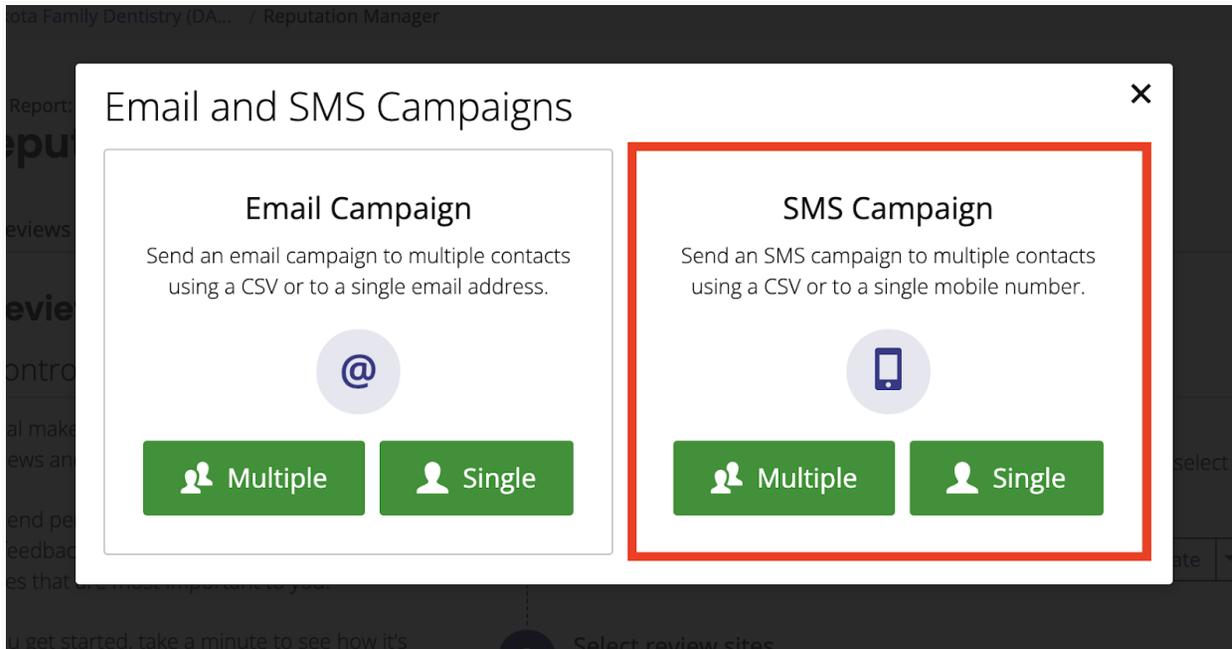
☐ Yes, I have read and agree with the Privacy Policy*

[Upload]

Description of CSV fields

First Name	Last Name	Email Address
Contact first name	Contact last name	Contact email address

Once your contacts have been successfully uploaded, and both the 'Terms & Conditions' and 'Privacy Policy' agreements have been confirmed, you can then send campaigns.

SMS Campaigns: Just like email campaigns, you can choose to send in bulk or to a single contact.

First, select which country you are sending the campaign to (see the red box below):

If you want to send campaigns to contacts in more than one country, you'll need to upload separate CSV files for each country.

You'll also see the credit panel on the right-hand side of the send screen — this shows your current credit balance on the account, as well as the price per SMS in each country, which varies to account for different carrier pricing in specific countries.

If you have fewer than 100 credits in your account, we'll also show you an option to purchase more credits before sending your campaign. Don't forget, if you've scheduled a follow-up campaign, you'll need twice as many credits as you have contacts.

Please note: We only send follow ups to those who do not engage with the first message.

4. Get Request URLs

Here is where you can access links for both Link Mode and Kiosk Mode campaigns.

Once your template is set up and you've chosen review sites, you can click on the green 'Get Request URLs' button to add these into email signatures, on a location, or wherever it suits you best.

Kiosk & Link Mode URLs

Kiosk Mode URL

Kiosk Mode allows you to request feedback from your customers on a tablet or kiosk, which serves a dedicated, white-labeled web page.

Kiosk Mode is ideal for capturing feedback while the customer is still at your business location.

https://bit.ly/3FVci4U   Copy

Link Mode URL

Link Mode allows you to request feedback and reviews from your customers via SMS, email signatures or even business cards by using a dedicated, white-labeled URL.

Link Mode is ideal for capturing feedback once the customer has left your business location.

https://bit.ly/3GQYLwr   Copy

3 Choose your request method
Use 'Send Campaign' if you'd like to import contacts and send th