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Build your Business with Pabau - Review Management - Patient to Promoter

# Build your Business in **10 weeks** with Pabau

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# Meet Our Hosts

- **Natalie Dryden**, Business Consultant
- **Thea**, Senior Customer Success Specialist



# Session 9 Outline

Duration: 30 - 40 minutes

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## Part 1

### Guest content

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- The Review Culture
  - Word Of Mouth Marketing
  - Why Have Proactive Review Strategy?
  - Where To Get Reviewed
  - Goals & Getting Started

## Part 2

### Pabau features

- 
- Social Survey Setup
  - Receiving & Sharing Reviews
  - Social Survey & Review Thank You Notification
  - Default Calendar Settings
  - Survey Reports - Marketing & Staff



# Review

# Management

The bedrock of your marketing in  
2023

— Gavin Griffiths, CEO Clinic Connect



## The Review Culture

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- The Internet arrived in 1993
- It promised the 'Democratisation of knowledge' AKA 'Away with the Gatekeepers'
- User generated content explodes
- TripAdvisor launched in 2000
- Opened a flood gates to reviews of EVERYTHING

# What is a review?



It's SUPERCHARGED word of mouth marketing



It's a recommendation of your business



... or a warning



## People trust **wom**

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- **WOM still the most trusted resource for people thinking of buying a product or service\***
- 92% of consumers trust a product/service from people I know
- 75% consumers trust opinions posted online


\*Neilson Research



# Wom is the best marketing



Because its accumulative  
and it's free!







# Insider's Tip



Most clinics simply don't have a  
review strategy!



# What Are You Getting Reviewed For?

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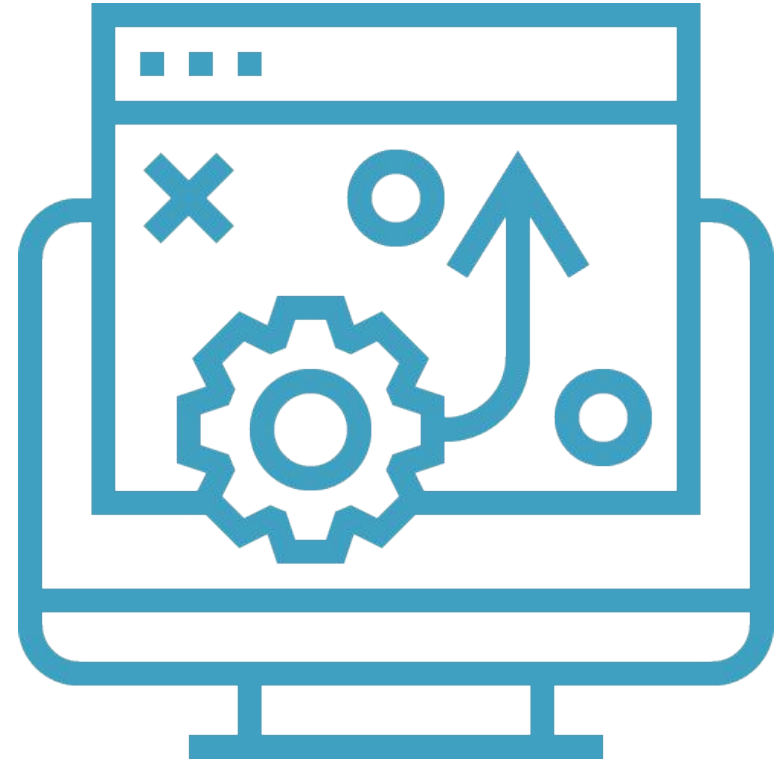
- Your Signature Treatment / Procedure
- You're living up to your promise
- Customer services
- Your team
- Your value for money
- Your aftercare





# Why Have A Proactive Review Strategy?

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Hoping it happens is  
**not enough**

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1. You're going  
to **get reviewed**  
**anyway**  
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## 2. It's great advertising —



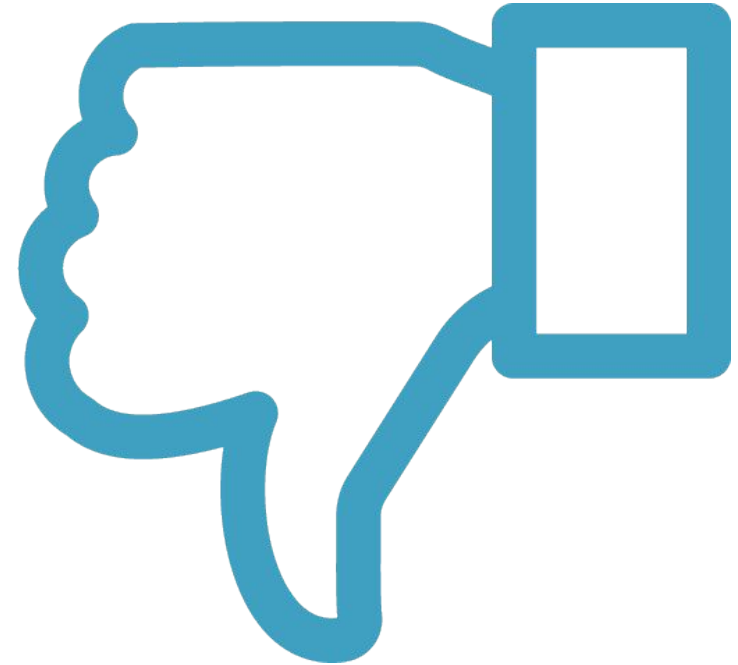


# 3. Feedback improves your own performance





4. One day you  
will get a  
negative review





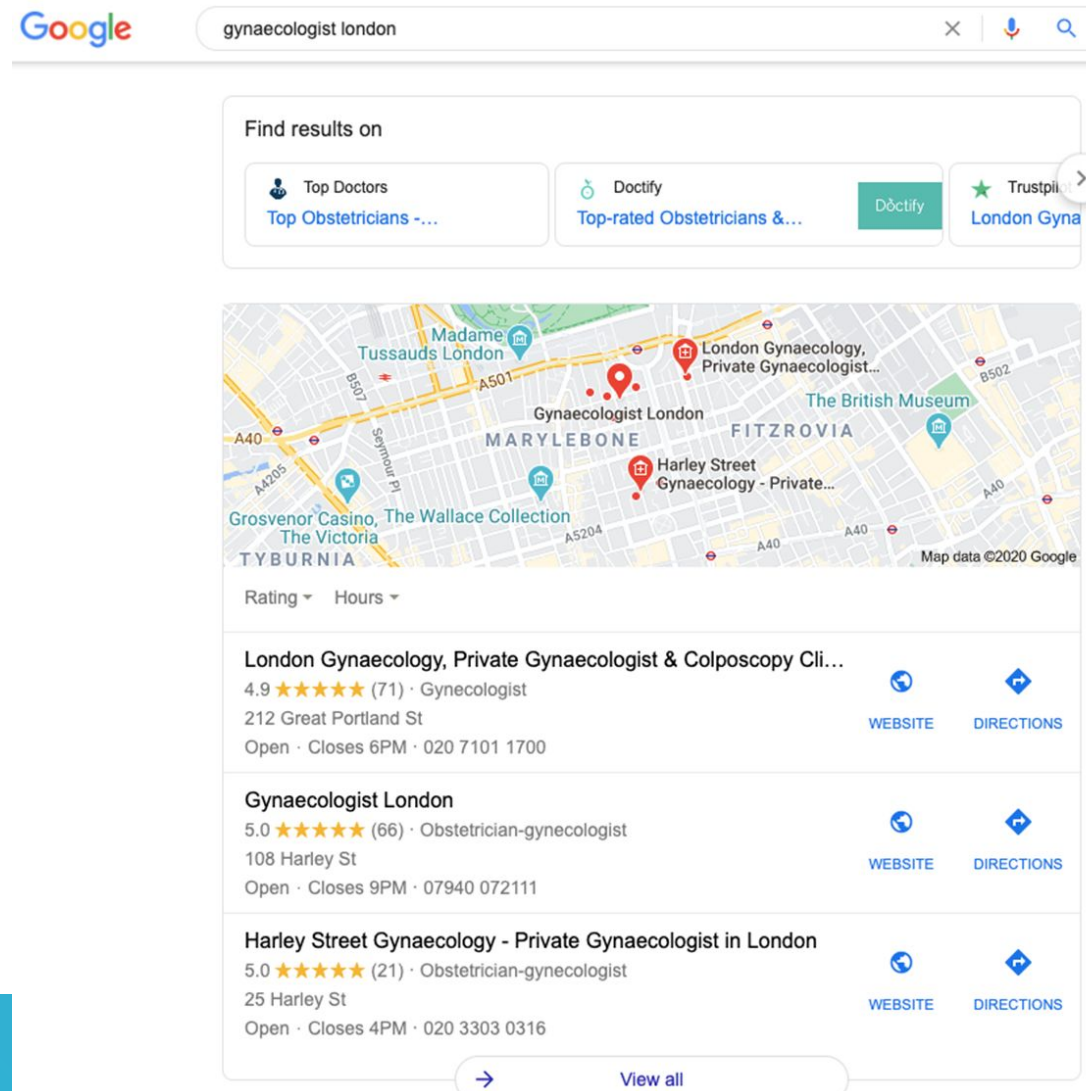


# 5. Reviews help you rank on Google

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# Reviews drive local listings





# Where To Get Reviewed

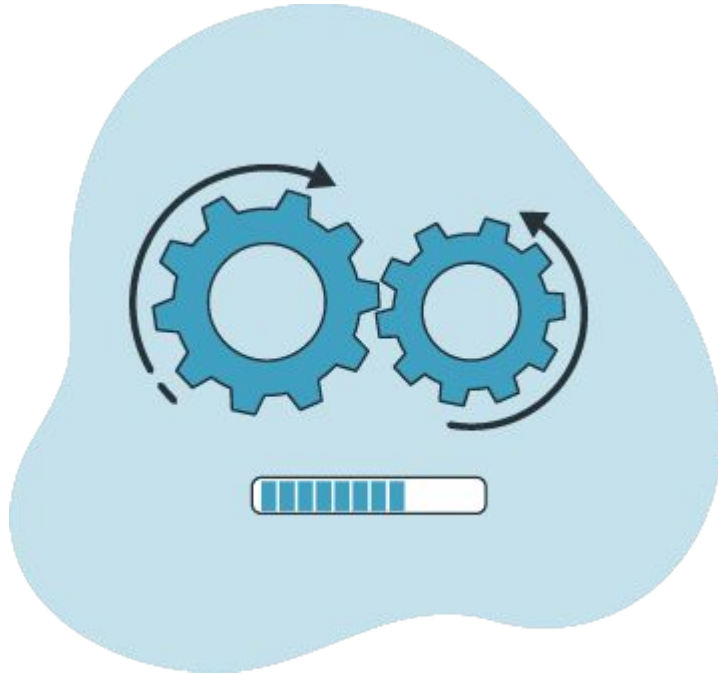
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facebook



Or your own website!



# The Process

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## 1. Historic Happy Clients

I. Not too many too fast

## 2. New Happy Clients

I. Ask at the follow up consult / by email

II. Send them to a review page

III. Don't be afraid to chase up a few times

IV. Make do with an anon testimonial if they are reticent



# PAUL TULLEY

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CONSULTANT PLASTIC & RECONSTRUCTIVE SURGEON LONDON

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Your feedback is really important to me and I love hearing from my patients. Below are links to my online profiles where you can leave a review. I would be very grateful if you could take the time to leave me a review where possible.

PLEASE LEAVE ME A REVIEW ON



PLEASE LEAVE ME A REVIEW ON



PLEASE LEAVE ME A REVIEW ON



PLEASE LEAVE ME A REVIEW ON



Or, please fill in the contact form below with your review if you're happy for us to feature it on our website.

# Goals

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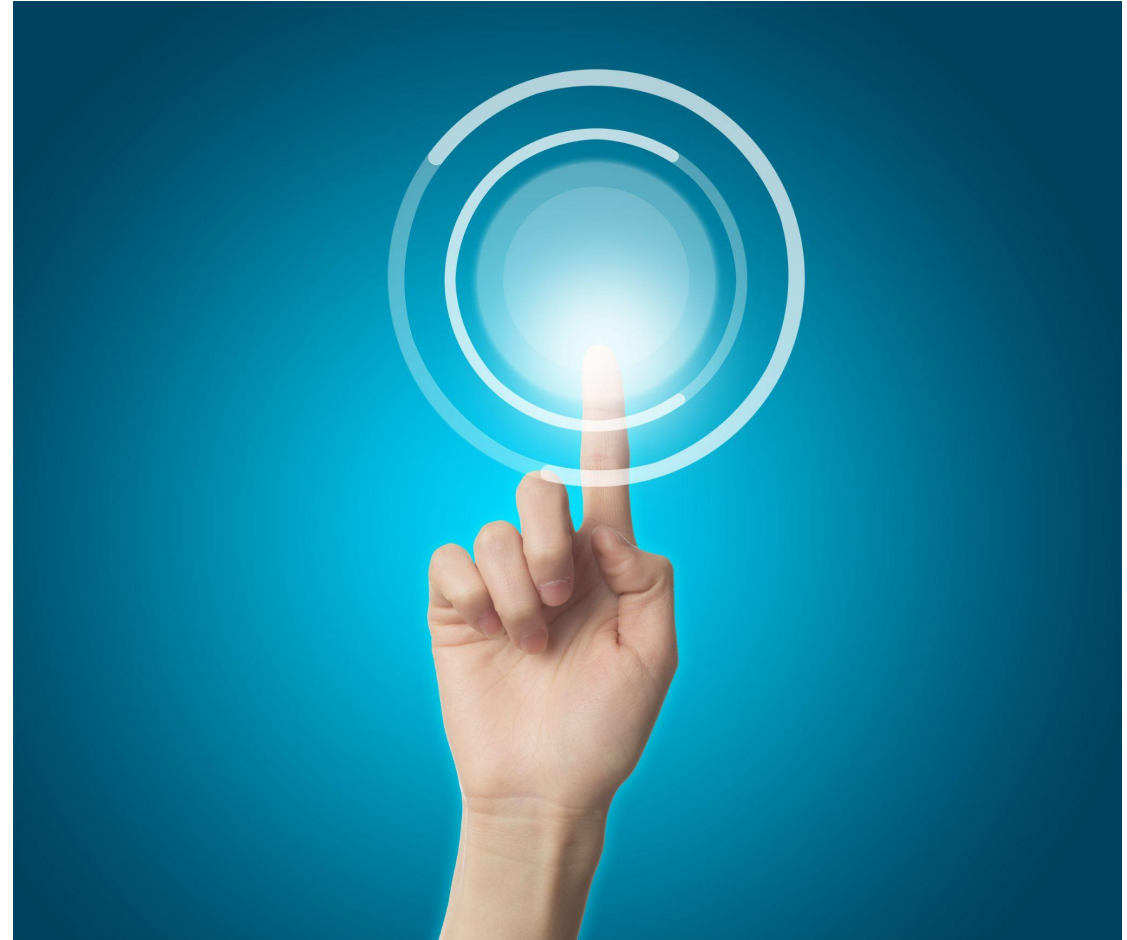
- Create a short-term achievable target
- Beat your competition!





# Best time to start?

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# Two years ago!

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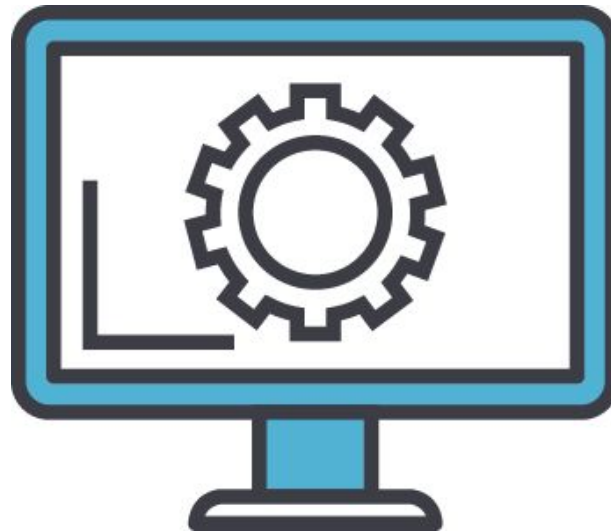


# Get in touch if you need help

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Google: 'Clinic Connect'

# Pabau Tools For Collecting & Managing Reviews



# Social Survey Setup



# Receiving & Displaying Reviews



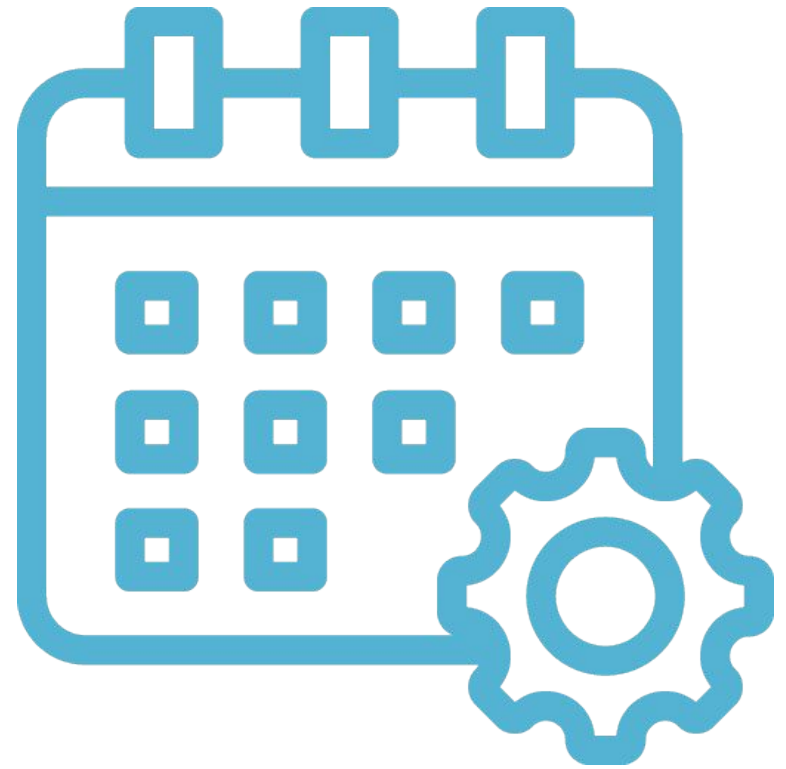
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# Social Survey & Review 'Thank You' Notifications



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# Default Calendar Settings



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# Survey Reports - Marketing & Staff





# Thank You

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