



DRAFT - Content Creation Template - DRAFT

[Content Creation Guidelines](#) | [2018 Product Goals](#) | Mission - Vision - Brand Language

[Blog Tracker](#)

OVERVIEW

Location | Type: sell.lovingly.com/blog | Blog Post

Topic: Lovingly Reputation Management - What it is, How it works, and Why partners need it

Products / Features Supported: Reviews, Rep Mgmt, RM Dashboard

Why - High Level Goal: Boost revenues for partners through adoption of ORM. Bring in new partners.

Why - Content Purpose | CTA: Drive partner awareness and adoption of Reviews and RM. Drive prospect inquiries for Lovingly Store.

Pardot Score | Campaign Code:

Content Goal / KPIs:

Key Value Prop. Points to Make | Notes:

Eg. Lovingly Reviews - creates consumer confidence which drives revenue.

INTENT | SEO

What Questions Are We Trying To Answer (Intent) :

Eg. Why/How should I respond to positive and negative Lovingly Reviews via Email?

Keyword Research: online reputation management for florists, how do i respond to online reviews? Florist reviews responding

Topic Research (URLs etc.):

Sources: Outbound links

<https://data.dashburst.com/infographic/small-business-positive-online-reviews/>

https://www.huffingtonpost.com/entry/online-your-reputation-is-everything_us_58f617a7e4b01566972252a9

Promotion: Inbound links

<https://sell.lovingly.com/>

<https://floweroo.ufn.com/#/login/>

CTA:

<https://help.lovingly.com/using-your-lovingly-account/using-reputation-management/using-reputation-management>

Keyword and Search Phrases To Include:

How do I manage my online reviews? Manage your online reviews. Online Reputation Management. Online reviewers. Negative reviews. Positive reviews. Get more reviews. Responding to reviews. Florist website.

PAGE COPY | ON PAGE SEO

Slug:

Meta Description (300 Char Max): Lovingly Reputation Management is all about making managing your online reviews easy. From simple overviews of different types of reviews, for easy analysis, to automated templates that make replying fast and easy, it's all here to help you steer the conversation in your favor! (279 characters)

Page Title: So How Do I Manage My Online Reviews?

H1: Lovingly Reputation Management (Live link)

H2s (Categories): Making Sense of What They're Saying

Image Names/ Alt Tags:

INTERCOM | PICREEL

On Page Chat Bot (Intercom) / CTA: Eg. Click here to learn more about...

Exit Offer (Picreel) / CTA: Eg. Wait - are you interested in...

So How Do I Manage My Online Reviews?

Manage your online reviews like you manage your business — with love! Here are a few reasons why:

- **72% of consumers** say that positive reviews create trust in that business
- **31% more** is likely to be spent by consumers on a business with good reviews
- A **5-9% approx.** increase in revenue happens for every star rating a business wins
- **71% of Facebook users** trust online reviews and say they are more reliable than posts

And you won't believe this.



[In one study](#), a third of negative online reviewers either deleted or replaced their negative reviews with positive reviews when retailers responded in a sympathetic manner.

Almost a fifth became loyal customers!

The numbers are astounding and the reputation management business is booming. According to Shannon Wilkinson, a leading expert on [Online Reputation Management \(ORM\)](#), it has become nothing less than “a new industry.”

So the benefits are huge.

Still, business may be booming in the heady world of ORM, but time marches on and you're busy. How are you really supposed to find the time to sort all this out, get more reviews, deal with reviews, and enjoy all those genuinely amazing benefits?

[Lovingly Reputation Management](#)

Easily Respond to New Reviews and Control the Conversation

You didn't think we'd impress you with all this stuff and just leave you hanging, did you?

Lovingly Reputation Management is a **free** upgrade for all Lovingly Partners, as another benefit of their [Lovingly Store Florist Website](#) experience.

Yes, we lovingly decided to make it super simple for all partner florists to monitor (*look at*), analyze (*read*) and organize (*fiddle about with*), customer reviews.



Oh, and responding to reviews is as simple as pushing a big pink button!

No time for time wasting here. Everything you do in Lovingly Reputation Management is an investment in your business.

It really is *that* easy.

First, all the action takes place within the comfort of your [Lovingly Partner Account](#).

When you see a **BIG RED DOT** on your Reputation Management icon, a new review is in!

Simply click on the star icon to see your reviews.

Unread reviews appear in **bold** and stay that way until you click on them.

EASY!

Making Sense of What They're Saying



Lovingly Reputation Management is simple by design, so you won't be surprised to learn that your newest reviews appear at the top.

Makes sense, right?

Ah, but a convenient drop-down box also gives options about what types of review you want to see and in what order you see them. That's for a variety of interesting reasons.

The best of which is business strategy.

As you gather more reviews, you might find yourself wanting to concentrate on certain types, like all the highest-rated or all the lowest-rated.

Why?

If you sort your reviews to see all your lowest-rated reviews, you have several options:

- Get angry and depressed and pour yourself a large drink
- Look for any theme that could help you identify a common issue to be fixed
- Respond to those reviews in a sympathetic manner and win people over

Sorting by all your top-rated reviews also gives options:

- Perform a little jig and pour yourself a large drink
- Look at what's working and why and plan ways to make things even better
- Respond to those reviews in an upbeat manner and drive customer loyalty



How easy is this? See all that value?

But, hey, it looks as if you've been using any excuse to pour yourself large drinks, so now you're a bit stuck for words when replying.

No problem — we have that covered, too.

When you click on a review, all the relevant order details for your customer appear in a panel on the right.

Ah, that one!

Clicking that big pink reply button above will open your default mail client. And Lovingly has helpfully created **three email templates** to create a speedy, value-packed response.

Included is your customer's name and a subject line that matches the sentiment of the review, so you don't have to worry about that part.

The review itself is also left in there, in case you want to study it as you write, or quote from it in your response.

Now read the opening of this blog post again! That way you'll remember:

- Never answer a negative review in anger or get defensive
- People react to positive responses by feeling bad about getting so angry
- Treat every response as an investment in your business



We know that can be tough for people who are artistically inclined!

We get it. Still, so many studies prove that angry reviewers respond **very positively** to being treated as a valued customer despite giving a bad review.

You don't have to lose a customer just because that person is angry, accusatory, and clearly disappointed.

And allowing yourself to get upset to the point where you *want to lose* that customer is just bad for business.

Shrug it off and keep winning!



Also, if you just want a quick overview of how your reviews are stacking up, the **Review Feedback Breakdown** shows colorful images packed with meaning.

At a glance, you can see color-coded overviews showing different types of reviews and their overall percentages:

- 4-5 star reviews are positive — green
- 3 star reviews are moderate — yellow
- 1-2 star reviews are negative — red

The number of reviews in each category is also displayed.

Hey, I've Got a Rep to Protect!



If you're in business, you certainly do have a reputation to protect — and nurture.

Doing that isn't only easy, it gives unique insights into your business and what works best.

Read the above information again and compare the simplicity of Lovingly Reputation Management to the value it offers.

Yes, we're very proud of this!

In fact, the only thing you need to do if already a Lovingly Partner is check that your Gmail account is your default "Mailto:" client.

And that's it.

To do that, just read the final section of our handy [Using Reputation Management](#) document. Any issues? Give us a quick call.

[KAMBRA BACON TESTIMONIAL]

If you're not yet a Lovingly Partner, but love the simplicity and win-win solution that is our free Lovingly Reputation Management feature, [learn more about us](#) today.

And thanks for the great review, Kambra! We appreciate it!

(1,038 words approx.)