

SHIFT IN CONSUMER BEHAVIOR  
**WORKBOOK**

---

Part 2: Social Media & Online Reviews and Ratings

**BACELINE**  
**BOOST**





# SOCIAL MEDIA

Social media is a powerful tool to help businesses increase their brand awareness, build customer relationships, and promote their products and services. People often choose to shop with small businesses with whom they have a personal connection. Showcasing your personality, communicating your values, and prioritizing your customer expectations through your social channels will go a long way to growing your business.

Evaluate your social media strategy to identify areas for improving engagement.

People feel connected to a brand when they feel a brand understands their desires and needs. List 3 ways your messaging highlights the needs and wants of your customers.

- 1.
- 2.
- 3.

Customers appreciate personalized communication from your brand. Reflect on your target audience as you respond to the questions below to help you to more effectively engage them.

Who is your target audience?

Which social channels do they use?

What issues are important to them?

What value are they looking for from your business?

What problems can you help them solve?

It is good business sense to prioritize customer relationships. Provide an example of how your social media strategy...

promotes word-of-mouth referrals:

increases brand loyalty:

sets your business apart from other brands:



# ONLINE REVIEWS & RATINGS

Customers consult reviews, social media, family and friends before making a purchase. Reviews not only help your business stand out, but they also instill shopper confidence. Negative reviews, while disappointing, provide your business with the chance to learn which customers' expectations aren't being met. Here are some tips and ideas for your consideration:

Circle the false statement below:

- A) Reviews give your brand an edge over the competition
- B) Reviews help build trustworthiness and shoppers are looking for brands they trust
- C) Visible and easily accessed reviews boost buyer confidence
- D) Although expensive, Google reviews are one of the most popular business review platforms

Check the box for the ways your business encourages more reviews of your products and services

- ☐ Ask customers for their review immediately after making a purchase
- ☐ Make review writing a simple process by providing a link to your Google My Business listing on a card you provide to your customers at checkout
- ☐ Send short surveys to get customer feedback
- ☐ Demonstrate your appreciation for their engagement by responding to all reviews
- ☐ Other:



## WHICH OF THE FOLLOWING IS MISSING FROM YOUR STRATEGY?

- Prioritize visibility of your reviews to encourage more customers to provide them
- Acknowledge all reviews with a simple thank you for a positive review
- Time your requests for a review while the purchase is fresh in your customer's mind
- Make the process of leaving a review as simple as possible
- Respond to negative reviews quickly, take responsibility for the problem, and offer a solution
- Share positive reviews on your social channels and post them to your website

How can you improve the way your business seeks customer reviews?



Neighborhood Shopping Centers Creating Community Value