The Local Business Reputation Management Toolkit

Starter edition | Benjamin Boyce | Advanced Marketing

More reviews. More trust. More customers.

Set up your Google Business Profile

Claim your profile, verify your business details, update hours and categories, and copy your official review link. Test the link on a mobile phone.

Activate your NFC products

When activation is available, associate your device with your business review URL. Test both NFC and QR on different phones. Place displays at checkout and reception.

Collect honest feedback

Invite all customers to leave an honest public review. Offer a separate private feedback form to everyone. Never condition access to Google on a star rating or offer rewards for positive reviews.

Automate review invitations

Use your CRM or appointment system to trigger a message after a completed visit. Obtain appropriate consent, respect opt-outs, and avoid repeated unsolicited messages. Example: Thank you for visiting. We welcome your honest feedback: [review link].

Resolve complaints

Set an internal alert threshold, such as below four stars. Assign a manager, investigate, contact the customer with permission, document the resolution and improve the underlying process. Keep public review access equal for all ratings.

Respond professionally

Thank customers for feedback. For complaints, acknowledge concerns and invite a private conversation without revealing personal details. Never pressure a customer to remove a review.

Grow beyond reviews

Keep your website and listings accurate. Measure missed calls, bookings and repeat purchases. Consider an AI receptionist, customer follow-up automation and relevant educational resources.

30-day action plan

Week 1: audit your profile and review link. Week 2: train staff and establish feedback alerts. Week 3: test consent-based follow-up. Week 4: measure new reviews, response times and customer outcomes.

Your next step

Learn with BenjaminBoyce.com or explore implementation services at AdvancedMarketing.co. The proposed reputation management plan is $29.99 per month per location; availability is subject to launch.