

NOTE: Please add your own graphics, animation, timings

Reviews and Social Media

How do reviews affect a business?

Why are reviews so important?

- What do YOU think of reviews? Give examples of when you gave good or bad reviews and why you did this?

What are Reviews?

- From customer view
- From Business view

From customer view

From Business view

Tactics to attract reviews?

look at ways to deal with reviews

What will happen if your business gets a bad review?

○ **POOR REVIEW**

○ **GOOD REVIEW:**

Case Study

- Reply to it in a measured and polite manner. Apologise (*The customer always right*) **NOTE:** (*end the video at 3.30 mins*)

Scenario

- Students create a presentation to a business owner outlining the importance of reviews and how to deal with Poor and Good reviews
- Then show to class (2 mins Max each Pair/Group)

Conclusion

- Attract reviewers
- Deal with good and poor results. Both should be treated carefully

Homework

- Search on the internet for reviews about hotels. How would this affect you booking a room for your family, friends, Boss, or parents if they ask you to do it online with their credit card
- [Booking.com](https://www.booking.com), [lateroom.com](https://www.lateroom.com). [Trivago.com](https://www.trivago.com)
- Any other website of your choice