



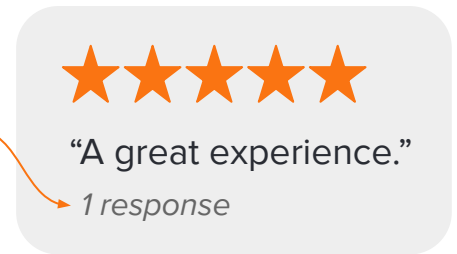


# How to Generate Reviews

## Generating Reviews

97% of shoppers read reviews before stepping into a dealership, which makes generating reviews and important edge for your dealership.

-  Ask for a Review
-  Make it Easy
-  Leverage Socials
-  Provide Great Service



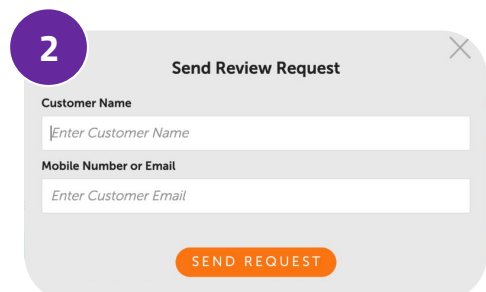
Follow this guide for a few tips and tricks on how to start generating reviews for your dealership.

## Ask for a Review

Your shoppers may not think to do so on their own, so don't be afraid to simply ask for a review. After your next interaction with a customer, ask that they submit a review of the dealership, or their experience with you, calling you out by name. There are a few ways you can ask for a review:

- Create a **review ecosystem** by mentioning reviews at the start of the customer relationship
- Follow up with **phone calls** and **emails**. Customers up to 12 months old can still leave reviews
- Use **LotShot** in your Dealer Panel. With LotShot you can request a review via text or email.

Login to your Dealer Panel and click on **Send Review Request**. Input your customer's name and email address and send your request. If sending via your DealerRater for Dealers app, you'll have the option to include a photo, like your dealership logo or your transaction with the buyer.



The customer will receive a notification thanking them for their time and requesting that they submit a review.

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## Make the Process Easy

Provide multiple options for shoppers to easily act on. An easy way to achieve this is to:

### Create a QR Code

Add the QR Code to your email signature, business cards, your website, or around the lobby area.



## Leverage Social Media and Email Campaigns

- Add the link to your social page bios for Instagram, Facebook, and X
- Include a link or QR Code to your personal emails or drip campaigns
- Add a link or QR Code to your email signature or in the body of your email so submitting a review is always top of mind and a part of every email correspondence with customers

## Provide Excellent Customer Service

Provide customers with such a positive experience that they can't help but leave a positive review.

Encouraging a culture of feedback will enhance your dealership's reputation and attract new customer. Engaging more positive experiences will, in turn, engage more positive reviews.

Let us know how these strategies work for you!