

Why Online Customer Reviews Matter

A checklist by Alison Bukowski

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Awareness

If you don't show up, you quickly become obsolete.

Sales

If you make the short list, the chance of a sale goes up exponentially.

Brand reputation

A brand isn't recognized if it doesn't show up, and a brand isn't respected if it doesn't have a strong rating.

Company validation

See above re: awareness and brand.

Content

Reviews are the number one source of authentic, voice of the customer content.

Investor confidence

Investors love seeing quality, high-star reviews almost as much as they love dollar signs.

Promotion

Use the social proof that reviews create in your promotions.

Competitive intelligence

There is gold within detailed reviews on your competitors' strengths and weaknesses — mine it.

