

THE PROBLEM

Our client Aladdin Air Conditioning & Heating needed to get more customer reviews on their website and other places like Google My Business, Yelp, and more. With only a handful of reviews on their website, Aladdin knew it was important to gain more testimonials but didn't know the best way to get them. Originally, the company would send out cards with questions about a customer's satisfaction level after service, but this was more for internal purposes—it didn't give their business a positive reputation on the web or have the same effect as online reviews.

Despite being a well-known HVAC company in Southern California, Aladdin only had a total of seven reviews on the Testimonials page of their website. But according to the most recent industry data, 79% of consumers trust online reviews as much as personal recommendations. More people are reading reviews as part of their research before choosing to work with a company. So, the more positive reviews a business has online, the better!



THE SOLUTION

Aladdin started using Blue Corona's online review platform, Review Us Now, on January 6, 2017. We introduced the client to Review Us Now, which allows small business owners to streamline the online review solicitation process and take control of their online reputation.

ABOUT THE REVIEW US NOW PLATFORM

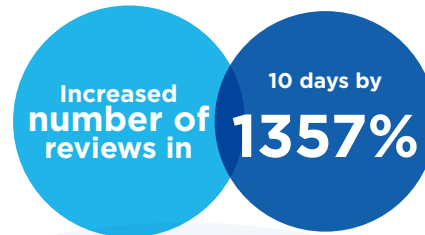
As a platform, Review Us Now posts reviews from your satisfied customers on Facebook, Yelp, Google My Business, and more. Review Us Now:

- ✓ Is user-friendly
- ✓ Provides automated email follow-up requesting reviews from your recent customers
- ✓ Is mobile-friendly and accessible from anywhere
- ✓ Adds reviews and an aggregated map to your website once you approve the review content
- ✓ Adds reviews that are easily crawled and understood by search engines

Aladdin is now able to add recent customers to the Review Us Now platform and schedule email requests for reviews. If the customer does not open or fill out a review, the company is able to automatically send follow-up emails (on a customizable schedule). When customers do fill out a review, the platform allows them to easily post their review to major online review platforms, like Google My Business, Facebook, and Yelp. Once a review is received, the company gets notified and can choose if it should go on their website.

The technology even customizes the type of service and review to only post certain ones on specific pages (for example, a glowing review of an installation job can feed on to the installation pages on the website, while an IAQ review would post to their indoor air quality pages).

This not only helps future website visitors see recent customer reviews right on the website, but also gives the search engines more content to crawl and index (benefiting their SEO)!



THE RESULTS

Within just 10 days of using Review Us Now, Aladdin received more than 100 reviews from previous customers! That's right: Aladdin received 102 reviews from past customers in just 10 days. That's more than 14 times the number of total online reviews they had ever received to date!

ABOUT BLUE CORONA

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead and review generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013, 2014, 2015, and 2016. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

Call us today at: **877.806.5222** or follow us: **@bluecorona on Twitter | Bluecorona on Facebook**

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