

Ask parents to write online reviews

Increasing online visibility and credibility

“So if you own a business, you should train your team how to ask for an online review -- because 7 out of 10 customers will leave a review if they're simply asked.”

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geomarketing.com

Parent-teacher conferences are coming up and each parent will (in theory) be meeting one on one with a teacher. Now is a perfect chance to ask happy parents to review your school online.

There are many reasons online reviews are important. Here are a few:

- Google boosts the search engine results for organizations with better online reviews.
- Google now posts summaries of online reviews on search results pages. Research demonstrates that businesses with these reviews are seen as more trustworthy.
- As society becomes more isolated, online reviews are taking the place of person-to-person word of mouth (although personal WOM still trumps online reviews)

Focus on getting reviews on four sites

- greatschools.org -- greatschools.org is linked to by many real estate companies
- [facebook.com](https://www.facebook.com) -- is the 300 lb gorilla you can't ignore
- maps.google.com -- posts reviews on search results
- [yelp.com](https://www.yelp.com) -- is more general, but still widely used

Create an instruction page

Make life simple for your parents, and remind them, by handing them a piece of paper with instructions for each of the review sites you choose to encourage.

Ask gently

Here's a sample idea: "Our school thrives when great families like yours hear about our school. Since the internet has become a great place for parents to hear about us, we're hoping you will share your experience on at least one site --although all four would be even better."

Give volunteer credit, if possible

And if your school requires parent volunteer/participation hours, you can give them time credit -- one NCC school offers 45 minutes credit for each review.

Delegating:

You can delegate creating the reminder/instruction page. And you need to delegate the asking of parents to all teachers.

Binder tab: October

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?