How to respond to reviews.

Responding to reviews acknowledges and addresses the comments of the reviewer and gives you the opportunity to offer insights from your brand.

**REVIEW STRATEGIES**

- **Is the review positive or negative?**
  - **POSITIVE**
    - **Is the review well-written, thorough and helpful?**
      - **YES**
        - Thank the reviewer
          - Make sure to personalize the message by addressing the reviewer by name and referencing something in the review.
      - **NO**
        - **Does the review bring up a point you’d like to build upon or address?**
          - **YES**
            - Tell your side
              - If a reviewer makes claims that you consider to be untrue (or not the whole truth), address those in your response and correct the inaccuracies.
          - **NO**
            - **Do not respond**
              - If a review contains vague, unactionable or rude language, a reply probably won’t help the situation and you are best not engaging in further dialogue.
  - **NEGATIVE**
    - **Is the review justified?**
      - **YES**
        - Own up and apologize
          - Lead your response with an apology and explain why things went wrong. Then briefly explain the steps you’re taking to ensure the same issues do not arise again.
      - **NO**
        - **Does the review contain vague, unactionable, or rude language?**
          - **YES**
            - Do not respond
          - **NO**
            - **Thank the reviewer**
              - Make sure to personalize the message by addressing the reviewer by name and referencing something in the review.

Looking to drive more reviews? We can show you how to best generate more reviews on G2. To learn more, visit [https://vendors.g2.com/customer-advocacy-assessment](https://vendors.g2.com/customer-advocacy-assessment)