

# Acquirly Case Study

## Executive Summary

Our client, a major restoration company in Georgia, had a problem getting positive online reviews. By utilizing Acquirly along with some training strategies and incentives for employees, they were able to get more reviews, as well as improve their online ranking and outreach!

### Highlights:

- Started with 0 reviews online and now have received 316 with the application
- Over 231 written reviews posted online

## Challenges

One thing that a business needs if they want to grow and prosper is a steady stream of positive online reviews. Unfortunately, this can also be very challenging, especially to small companies that don't have the resources or outreach of their larger counterparts. Because of this, online reviews can be even more important for small businesses to attract local clients. That's where Acquirly comes in.

Our client's biggest issue was that they could not find a strategy to get more reviews online. Why are online reviews important? Not only do they establish trust with potential clients, but they also give you a chance to respond and grow your online presence. Search engines also utilize review rankings in their algorithms, so that companies with more positive reviews are more likely to be seen.

After trying to do it on their own (and failing), our client decided to use Acquirly to get more reviews. Acquirly is a simple, easy to use app that is designed for home contractors to use in the field while engaging customers. With the goal of getting more reviews in mind, our client decided to incorporate Acquirly into their strategy—and quickly succeeded in getting more reviews!



888-594-8381  
33mileradius.com  
info@33mileradius.com

## The Strategic Solution

Simply downloading an app isn't enough, however. Like any good strategy, there are multiple angles and considerations to be made in order to enjoy success. The first step is training and setting expectations.

- Handouts, videos, demos
- Explaining why reviews are important

Training is essential, but our client went the extra mile and also utilized a system of incentives that rewarded a \$1000 bonus to the team member with the most positive reviews. Every employee also has Acquirly downloaded to their smartphones, and they know how to use it!

They have made the Acquirly dashboard and application a big part of their day. Features include the ability to:

- View results of requested reviews
- Manage negative reviews
- Respond to positive and negative reviews online

## Results, ROI, &Future Plans

The results have been great! As of this writing, our client has over 200 reviews and 316 positive reviews tracked online. With the reviews came a boost in online visibility as well as positive customer response. They have received calls from new clients who mention that they called solely because of the number of reviews that they have!

Because of the increase in reviews, our client has also enjoyed higher search rankings and increased call rate off review sites. Studies show that people trust online reviews just as much as they would a recommendation from a friend. Our client is certainly enjoying the benefit of their increased online presence, since the high-quality reviews have also served to generate relationships with insurance partners, expanding their reach. With new customers pouring in, they have experienced a worthwhile return on their investment.

Acquirly's ease of use and simplicity is a big reason why they were able to adopt it into their strategy in the first place, but they're keeping it because of its effectiveness.

*If you are looking to get more leads for your local business give us a call at 1-888-594-8381 today*



888-594-8381  
33mileradius.com  
info@33mileradius.com