

5-Star Marketing



T H A N K



Y O U

👋 My name is Meredith

- She/Hers
- Full-time content marketer for Mindbody
- Specialize in customer engagement and reputation management
- Donut-loving fitness instructor





Our goals for today

- 🤝 Align on what a review is
- 🙋♀️ Discuss why reviews are important
- 😄 Good reviews and how to get them
- 😠 Bad reviews and why they aren't bad
- 🗿 Why spam isn't what you think it is
- 🦸♀️ Promise to be a review superhero

A review is any feedback about your brand, product, or services posted publicly.



Quick poll

Raise your hand if...

...You're happy with how many
reviews you have

...You podcast as a side hustle or
passion project

...You have ever gotten a review
you knew or felt was spam?

...You know what to do when you
get a bad review?

Why are reviews important?

Reviews = Trust





You





Potential listener

You



Potential listener

A review

You

How do you source good reviews?

Your best reviewer is your
listener.







Never in a million years should
you buy a review.

And bad news...



...giving someone anything of value
in exchange for a review is an
endorsement and must be disclosed.

That includes swag bags,
sweepstakes entries, t-shirts, and
gift cards.

All you need to do to get good reviews is ask at the right time.

I'm 100% serious.

And here's other percentages that
agree with me.

22% of podcast listeners listen
while driving

11% of podcast listeners listen
while at work

That's 1 / 3 of your listeners who
most likely cannot review you in
the moment.

And that's before we consider the number of people who listen while working out, cooking, flying, etc.

Basically – assume that your listener
can't leave a review while or
immediately after listening to your
podcast.



If you LOVE us
HELP us!



YO

YO



YO



YO

But you know who can (and will)
review your podcast?

Your podcast's social media
followers

Your podcast's email list

Your Patreon backers

Your listeners who text you*

*It's free through Google Voice

People who care enough to tag,
email, or DM you

If they are looking at a screen,
they can give you a review.

Once you get a review, now you
can use it.

The good ones...

"Mindbody keeps track of everything we do. We have full control over our business with so many metrics to determine the strategies we need to grow."



Ana Hutz
Namaste Fitness

... and the bad ones



Too Advanced

I've heard Snowbird is a tough mountain, but this is ridiculous. It felt like every trail was a steep chute or littered with tree wells. How is anyone supposed to ride in that? Not fun!

Greg, Los Angeles, CA



But, bad reviews aren't bad.

Bad reviews are opportunities to
improve.

But honestly, most “bad” reviews
are actually spam.

Seriously.

The image shows a dense grid of SPAM cans. Each can is blue with yellow and white text. The word "SPAM" is prominently displayed in large yellow letters at the top of each can. Below it, in smaller white text, it says "CHOPPED PORK AND HAM". There is also a circular seal on each can that says "90% MEAT". The cans are arranged in a repeating pattern, creating a textured background. Overlaid on this background is a white text box containing the following message:

If a negative review comes from someone that doesn't contain actionable feedback, think of it as spam.

You need to figure out where the
spam is coming from.

Did you advertise in the wrong
place?

Did you rebrand and your old
listeners not come with you?

Were you a guest on a podcast
that didn't match your listener
persona?

Are people just being assholes?





You





You



**Your
listeners**





I will never buy a review or
request a review from someone
who doesn't listen to my podcast.

I don't have to.

Because I make quality content.

And my listeners love me

I promise to only ask for them for
reviews

I will use those reviews to help
grow my podcast.

I will embrace my bad reviews

And recognize spam for what it is

Because I am a bad ass
podcaster!

Let's talk more!

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