

fake lv bags

After all, when was the last time you bought something on Amazon with a 1 star review? Step into the customer's shoes for a moment. When you are shopping on Amazon, how do you differentiate between 3 products that look similar but are from different sellers? Well, number of reviews and overall star rating are 2 crucial components of the customer experience.

Now this may all sound obvious, but getting good reviews let alone getting reviews at all, can be extremely difficult. There are several ways to go about getting reviews and a couple things to avoid which I will detail here.

In the most basic form, to get reviews of your products from your customers on Amazon you just need to ask them nicely! Sounds easy but is actually harder than it seems. If you have a high ticket item and low volume of sales, you can actually just email each customer (through Seller Central) after the purchase and ask them how they like the product and if they would not mind leaving a review.

Include an insert into your packaging

This one is a little bit of a gray area, but it's innocent nonetheless. If you are in control of the products you manufacture and you can add your own insert into the packaging, add something that asks the customer to leave a review on Amazon. Again you can't ask for a positive review or a 5 star review, but you can have an insert that says something like "We always appreciate reviews and feedback, please review your purchase on Amazon.com"

Use an automated service for follow up emails

Now, if you sell a high volume low margin product, sending out personal emails via the Seller Central messaging platform is really unrealistic. In this case you want to use an automated service that is connected to Amazon via API and can send out triggered emails on your behalf, while you sleep! These systems are really simple to use, you just set up your trigger points, write the emails and these systems will send out emails to your customers for each trigger point. Order Status, Package Delivered, Follow up, How do you like the product, Let us know if you have any issues etc, and ultimately Please leave us a review. One company that offers this type of service is BQool. They offer an easy 30 day free trial to check out the service.

How automated feedback-request email software. Image courtesy of BQool.

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Odds Cy Young Odds Home Run Derby Odds Win Totals Odds Playoff Props Odds Player

Props Odds

NCAAB Odds: ACC Odds American Odds Atlantic 10 Big East Odds Big 12 Odds Big Ten