

Using Your Review Management System

Getting More Online Reviews To Improve
The Online Presence Of Your Business

You Already Have Our Review Management System

As a Footbridge Media “Contractor Marketing Program” Client, you already have access to our automated Review Management System...

You Already Have Our Review Management System

...but if you don't actively use it, it can't help you.

**With a few simple steps, you get more
reviews & make your business look better
online**

Using The Review System

Log In To The Review System

Visit The Website
app.birdeye.com
To Access Your Account.

*If you don't remember your account information,
contact your Marketing Consultant*



Sign in

Sign In

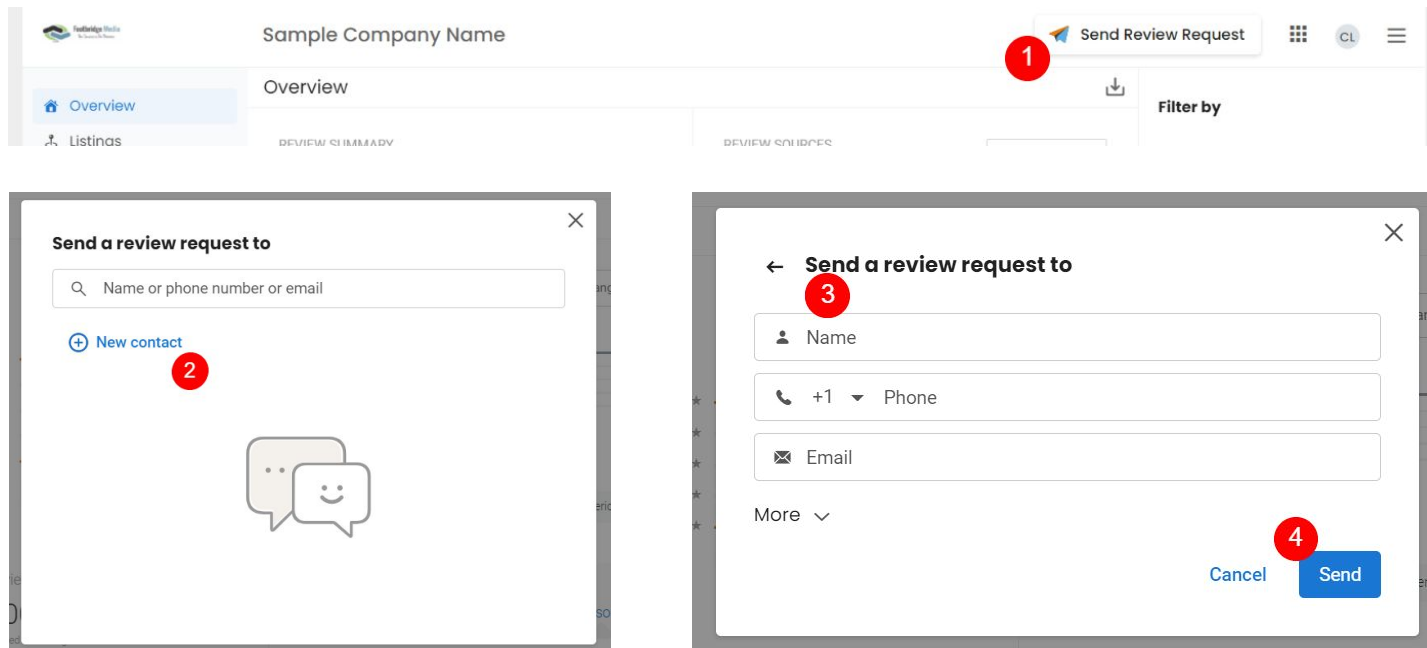


The screenshot displays the 'Contacts' page of the Footbridge Media Review Management System. The interface includes a sidebar with navigation links: Overview, Listings, Reviews, Contacts (highlighted), Campaigns, Reports, Settings, and Account. At the top, there's a header with the company name 'Sample Company Name', a 'Send Review Request' button, and user profile icons. The main content area shows '2 contacts' with a 'More' dropdown and an 'Add contacts' button. A large blue banner with the text 'Add One Client Or A List' is overlaid on the contact list. Below the banner, the first contact 'John Smith' is visible with icons for phone and email. The right sidebar contains a 'Filter by' section with a search bar and dropdowns for 'Last activity' and 'Experience score'. Below this is a 'PERMISSIONS' section with checkboxes for 'Email opt-in', 'Text opt-in', and 'Opt out', along with a 'See all filters' link. A 'Connect your social pages' button is located at the bottom of the sidebar.

OPTIONS: You can add a single client or a list of clients to the Review Management System... and the program does all the rest for you!

Option 1: Send A Single Review Request Immediately

- Click “Send Review Request” at the top of the page
- Click “(+) New Contact”
- Add the new review request party name, mobile phone, and email information
- Click the blue “Send” button



The screenshot displays the Footbridge Media interface for sending a review request. The top navigation bar features the 'Send Review Request' button (1). The sidebar on the left includes 'Overview' and 'Listings'. The main content area shows a table with columns for 'Overview' and 'Filter by'. Below the table, there are two screenshots of the 'Send a review request to' dialog. The first screenshot shows the 'New contact' button (2) and a speech bubble icon. The second screenshot shows the form fields for 'Name' (3), 'Phone' (+1), and 'Email', along with a 'More' dropdown and 'Cancel' and 'Send' buttons (4).

Option 2: Add A List Of Clients To Your Account

- Click “Contacts”
- Click “Add contacts” button
- Click “Upload contacts” from the new button menu

Sample Company Name

Send Review

Overview
Listings
Reviews
1 **Contacts**
Campaigns

2 contacts

More Add contacts 2

Contact name ▾	Phone/email	Assisted by	Last activity ▾
Jane Doe	📞 ✉	A. Richards	Feb 25, 2021

Overview
Listings
Reviews
2 **Contacts**
Campaigns

2 contacts

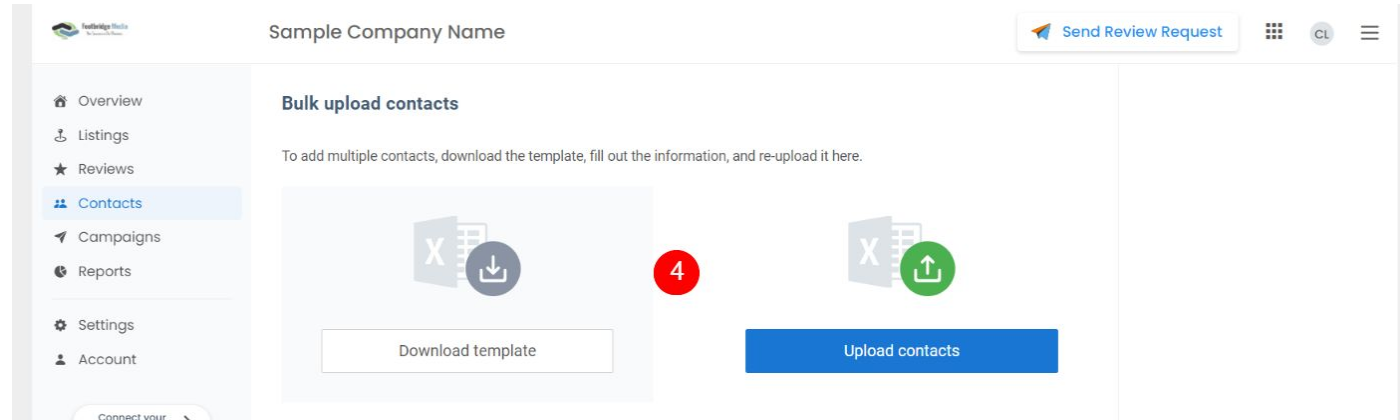
More

- ⊕ Add a contact
- ⬆️ Upload contacts 3

Contact name ▾	Phone/email	Assisted by	Last activity ▾
Jane Doe	📞 ✉	A. Richards	Feb 25, 2021

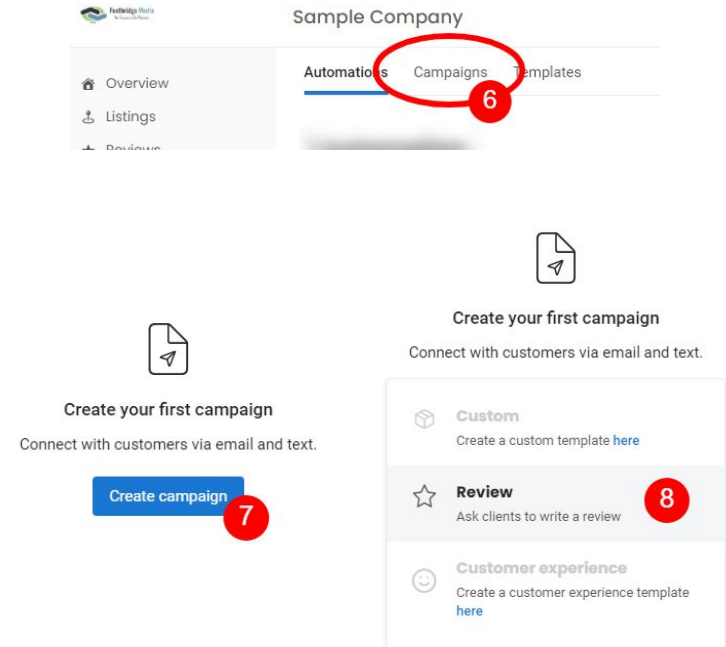
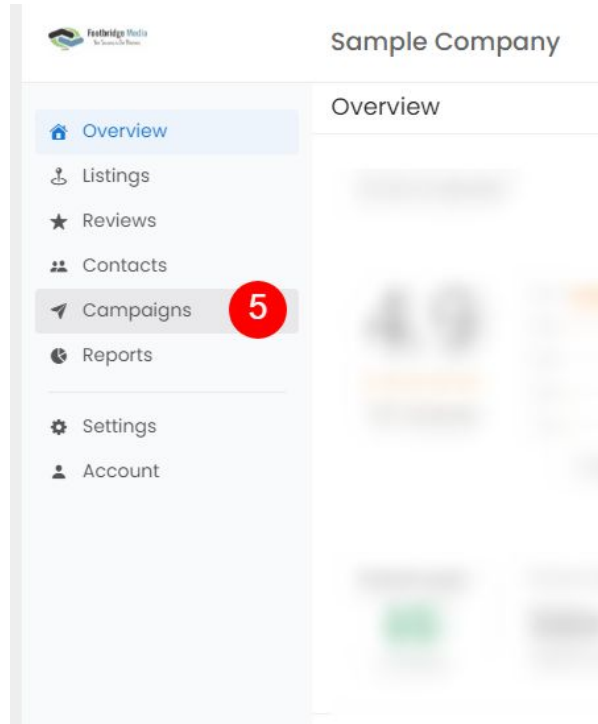
Option 2: Add A List Of Clients To Your Account

- Follow the format from the “Download template” section
- Continue with the “Upload contacts” blue button
- Follow the next prompts to complete the upload process



Option 2: Add A List Of Clients To Your Account

- Click the “Campaigns” item from the left sidebar menu
- Click “Campaigns” at the top menu (Under your company name)
- Click Blue “Create Campaign” Button
- Select “Review” campaign option



Option 2: Add A List Of Clients To Your Account

- Click the blue “Choose recipients” button
- You can search using specific filters, select specific individuals, or select all recipients
- Once your selection is made, click the blue “Select” button
- Last, click the blue “Get reviews” button

Sample Company

Automations Campaigns Templates

← Review campaign



Send review request via

Email and text



Send review request to

Choose recipients



Choose your review request template

Email template

Review request email

Text template

Review request text



Schedule your review request

Choose recipients

Filter by

Search

56 recipients

Select

Contacts name	Created date	Assisted by	Last activity
<input type="checkbox"/> Chri			
<input type="checkbox"/> Chri			
<input type="checkbox"/> Amc			
<input type="checkbox"/> Edw			
<input type="checkbox"/> Phill			
<input type="checkbox"/> Rich			
<input type="checkbox"/> Ken			
<input type="checkbox"/> Rob			

S

Your review request

g permission from customers or contacts
ation.

Finish later

12

Get reviews

The screenshot displays the Footbridge Media dashboard interface. At the top, the header includes the Footbridge Media logo, the text "Sample Company Name", and a "Send Review Request" button. A left sidebar contains navigation links: Overview, Listings, Reviews, Contacts (highlighted), Campaigns, Reports, Settings, and Account. Below the sidebar is a button labeled "Connect your social pages". The main content area shows "2 contacts" with a "More" dropdown and an "Add contacts" button. A large blue banner with the text "The System Does The Rest!" is overlaid on the contact list. Below the banner, the first contact is visible: John Smith, with icons for phone and email, and the date Feb 25, 2021. On the right, a "Filter by" section includes a search bar and dropdowns for "Last activity" and "Experience score". Below this is a "PERMISSIONS" section with checkboxes for "Email opt-in", "Text opt-in", and "Opt out", all of which are checked. A "See all filters" link is at the bottom of the filter section.

Sample Company Name

Send Review Request

2 contacts

More Add contacts

The System Does The Rest!

John Smith A. Richards Feb 25, 2021

Filter by

Search

Last activity

Experience score

PERMISSIONS

☒ Email opt-in

☒ Text opt-in

☒ Opt out

See all filters

Connect your social pages

Once you input your clients, the system will automatically reach out to your customer list to slowly build your Google or online reviews.

Tips For Getting More Reviews

Tips To Get More Reviews

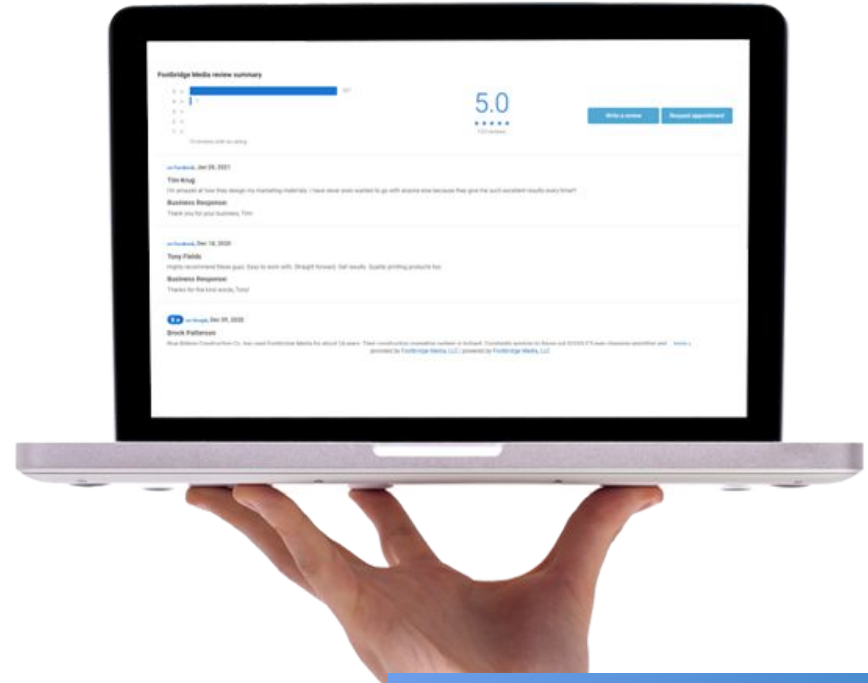
- **Add Clients Often**

- Add clients every day or every week
- Your customers are more likely to leave a review when you don't wait too long to ask



Tips To Get More Reviews

- **Reply To Reviews**
 - The system will notify you when you get reviews
 - You can reply to reviews directly from the web app.
 - Reply appropriately to all reviews to show people you are actively engaged



Tips To Get More Reviews

- **Text Your Clients To Get More Reviews**
 - When you input clients, be sure to include their cell phone number - SMS reviews prompts tend to be more effective than just email requests



Have More Questions?

Contact Your Marketing Consultant For Additional Assistance