

# 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  
**rms.footbridgemedia.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 'Sample Company Name' dashboard in the Footbridge Media Review Management System. The left sidebar contains navigation links: Overview, Listings, Reviews, Contacts (highlighted), Campaigns, Reports, Settings, and Account. At the bottom of the sidebar is a button 'Connect your social pages' with a right arrow. The main content area shows '2 contacts' with a 'More' dropdown and an 'Add contacts' button. A large blue banner with white 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 includes a 'Send Review Request' button, a 'Filter by' section with a search bar and dropdowns for 'Last activity' and 'Experience score', and a 'PERMISSIONS' section with checkboxes for 'Email opt-in', 'Text opt-in', and 'Opt out'.

Footbridge Media  
Sample Company Name

Send Review Request

2 contacts

More Add contacts

**Add One Client Or A List**

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

**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

Sample Company Name

Send Review Request

Overview

Filter by

Send a review request to

Name or phone number or email

+ New contact

Name

+1 Phone

Email

More

Cancel Send



# Option 2: Add A List Of Clients To Your Account

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

Footbridge Media  
The Smartest Way to Grow Your Business

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

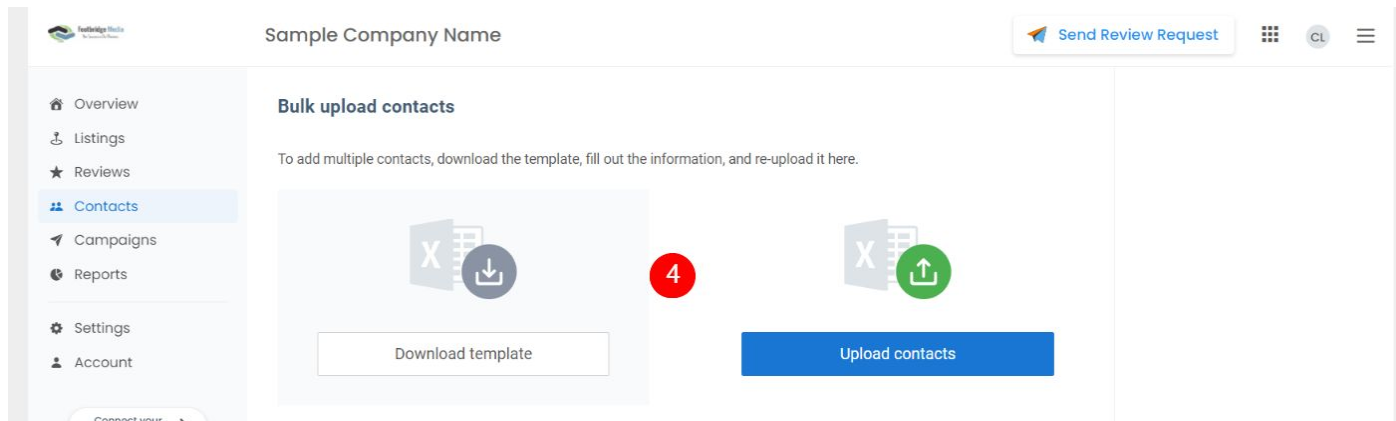
- ⊕ Add a contact
- ⤴ Upload contacts 3

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

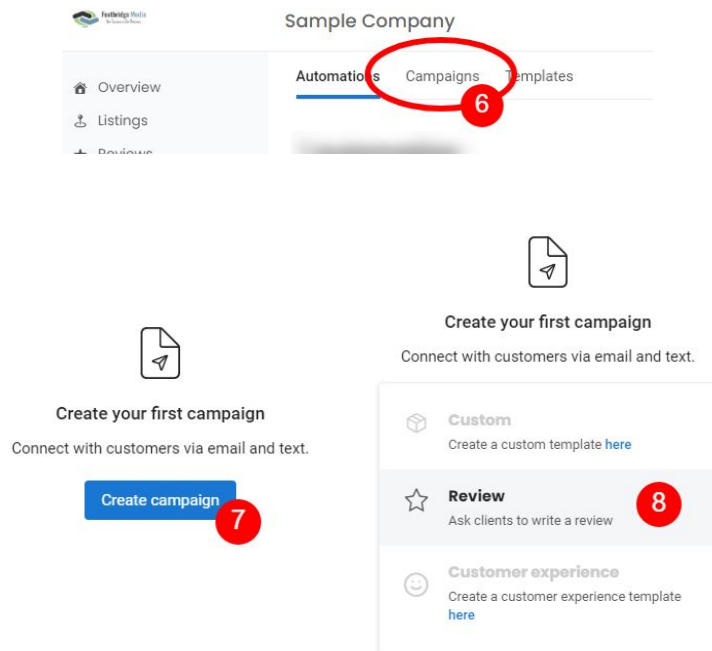
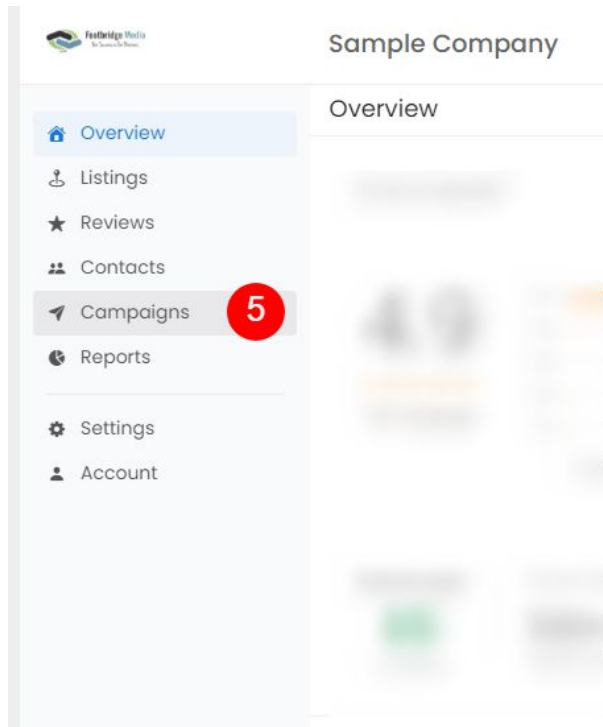
- Follow the format from the “Download template” section
- Continue with the “Upload contacts” blue button
- Follow the next prompts to complete the upload process





# 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

Actions

Source

Last activity

Created date

Assisted by

+ Add a filter

56 recipients

Contacts name

Created date

Assisted by

Last activity

Chri

Chri

Amc

Edw

Phill

Rich

Ken

Rob

Select

S

Your review request

g permission from customers or contacts  
ation.

Finish later

Get reviews



FootbridgeMedia.com





Sample Company Name

 [Send Review Request](#)



CL



 Overview

 Listings

 Reviews

 **Contacts**

 Campaigns

 Reports

 Settings

 Account

Connect your  
social pages →

**2 contacts**

More ▾

Add contacts ▾

Filter by

 Search

Last activity ▾

Experience score ▾

PERMISSIONS

☒ Email opt-in

☒ Text opt-in

☒ Opt out 

[See all filters](#)

# The System Does The Rest!

John Smith



A. Richards

Feb 25, 2021



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

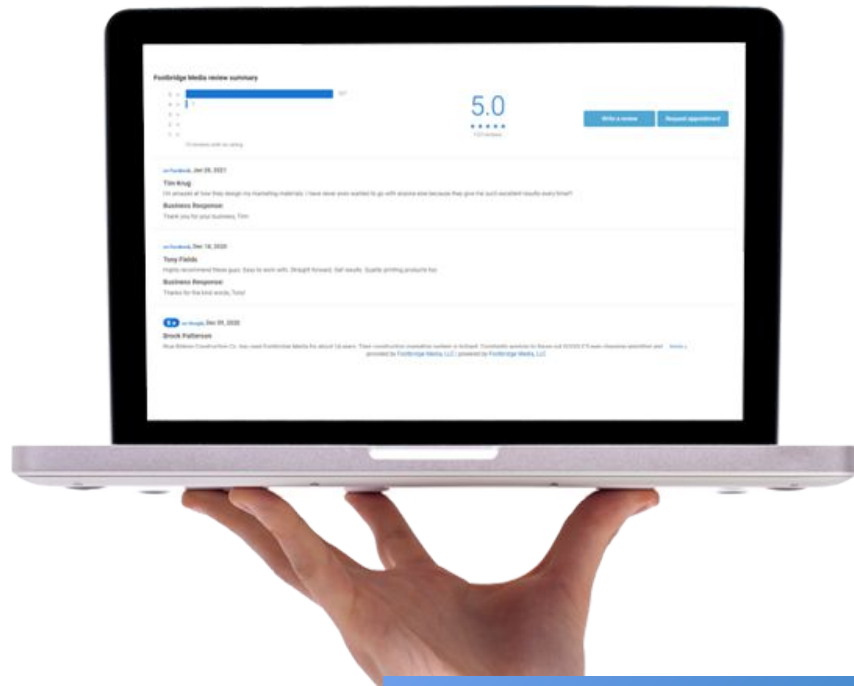




# Tips To Get More Reviews

- **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