



THE ULTIMATE GUIDE TO GOOGLE REVIEW AUTOMATION

A Blueprint for B2B Social Proof & Reputation
Management

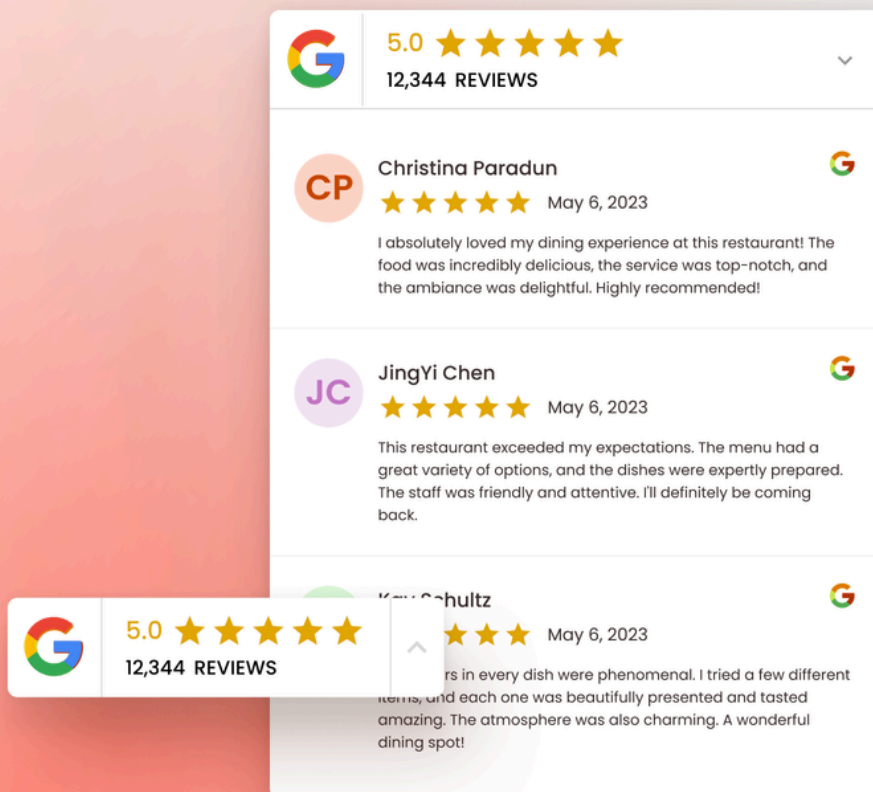


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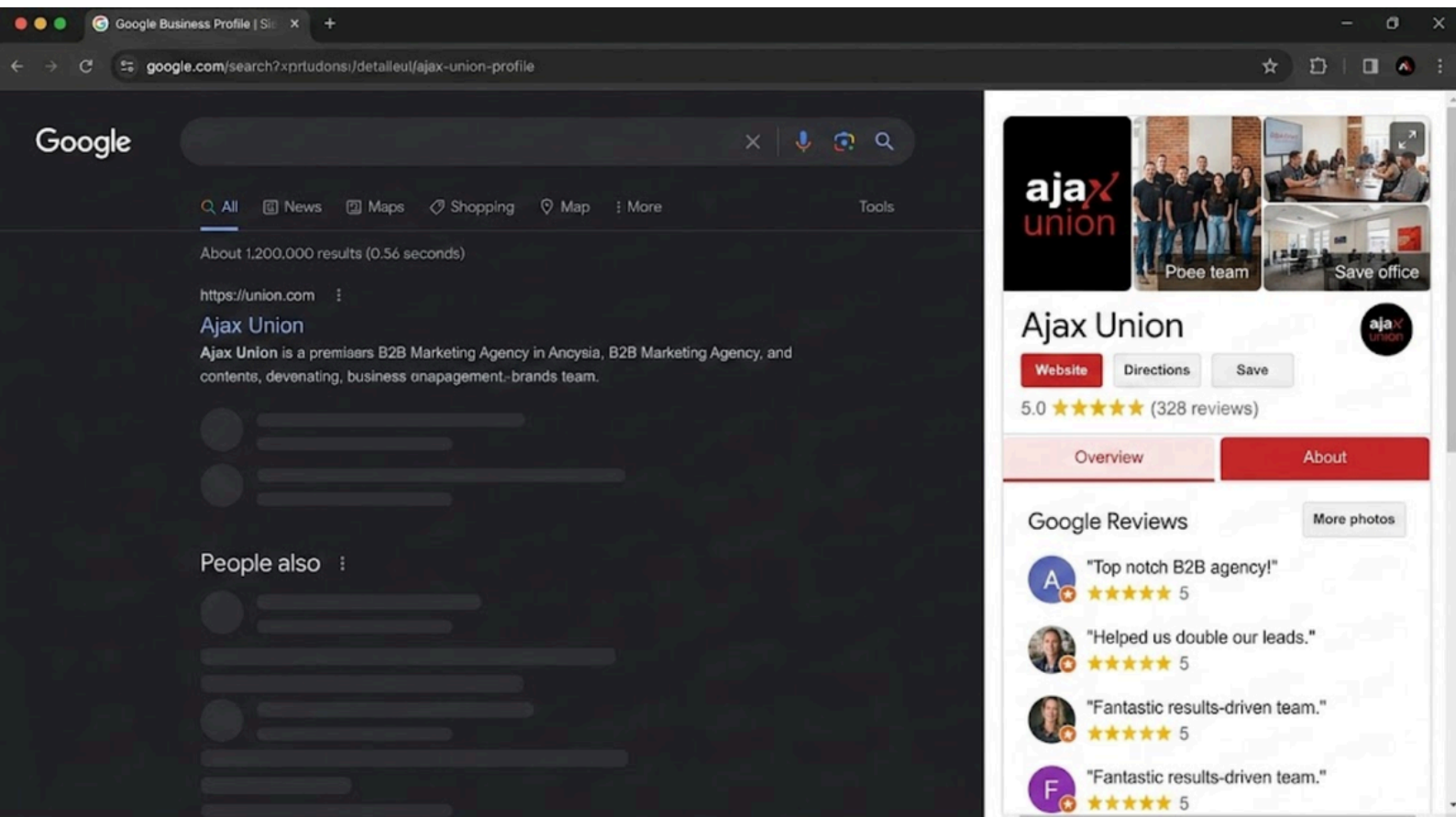
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INTRO

The Strategic Importance of B2B Reviews

In the modern B2B landscape, social proof is the silent closer of deals. Your Google Business Profile is often the first touchpoint for a prospect after hearing your name or seeing an advertisement. A consistent stream of 5-star reviews does not just build trust; it signals to Google's algorithm that your business is active, reliable, and authoritative.

By automating this process through app.ajaxunion.com, we ensure your reputation grows consistently without requiring daily manual intervention. High-volume, high-quality reviews improve your local SEO rankings, making you the obvious choice when prospects search for your services in your area.

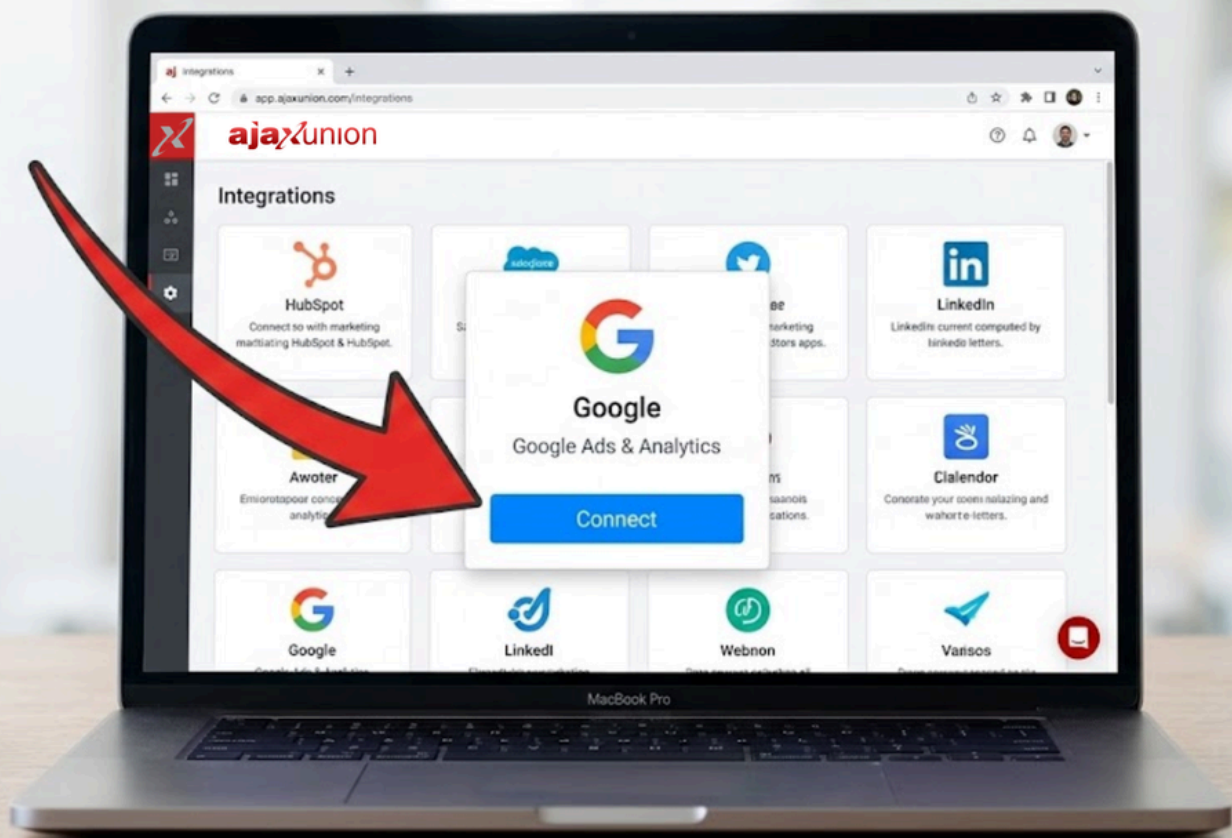


PHASE 1: CONNECTING YOUR GOOGLE BUSINESS PROFILE

The engine of your reputation management is the direct API link between your Google Business Profile and app.ajaxunion.com. This integration allows the system to pull in every review, notify your team instantly, and trigger automated responses. While the primary focus is Google, this hub also serves as the aggregator for other vital channels, ensuring that your digital footprint is monitored from a single, centralized dashboard.

Connecting Your Account

To begin, you will link your Google account within the Integrations tab. This allows us to pull your "Review Link" automatically, which is the unique URL that takes customers directly to the "Write a Review" pop-up, bypassing the friction of them having to find your business manually on a map.



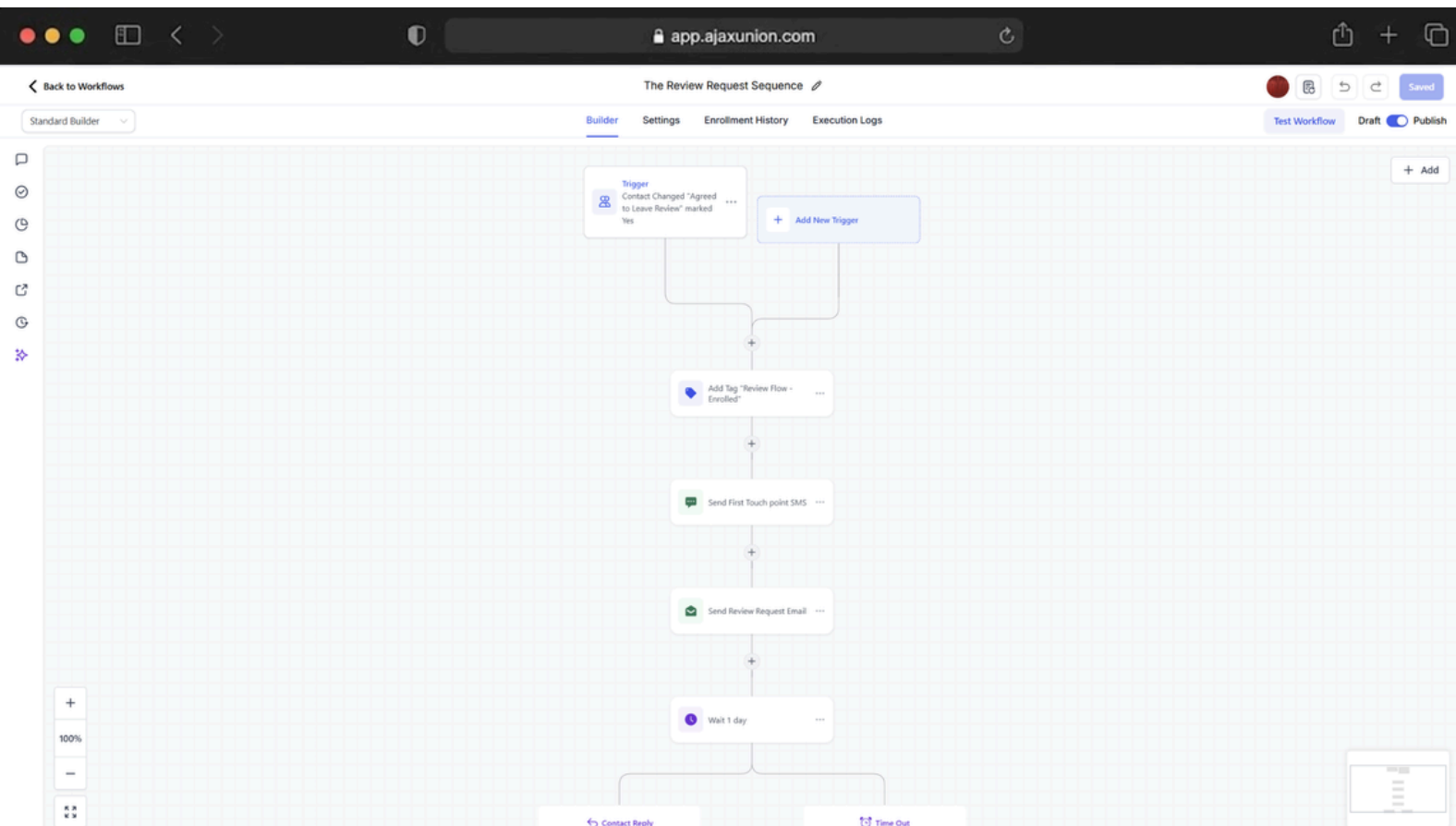
PHASE 2: THE REVIEW REQUEST

AUTOMATION LOGIC

We do not wait for clients to remember to leave a review; we build the request into the customer journey. By using trigger-based logic within app.ajaxunion.com, the system identifies exactly when a project is completed or a milestone is reached.

The Automated Workflow

- The Trigger: A change in the Opportunity Stage to "Completed" or "Closed Won" in your CRM.
- The Filter: The system checks for a valid mobile number or email address.
- The Action: The system automatically executes the multi-channel request sequence without any manual input from your sales team.



PHASE 3: COMMUNICATION TEMPLATES

Our messaging is designed to be low-friction, professional, and high-impact. Below are the exact templates deployed in your system to ensure your brand voice remains consistent.

SMS Request Template

"Hi {{ contact.first_name }}, it's {{ user.name }} from {{ location.name }}. It was a pleasure working with you! Do you have 30 seconds to leave us a quick review on Google? It helps us out a ton: {{ location.review_link }}"

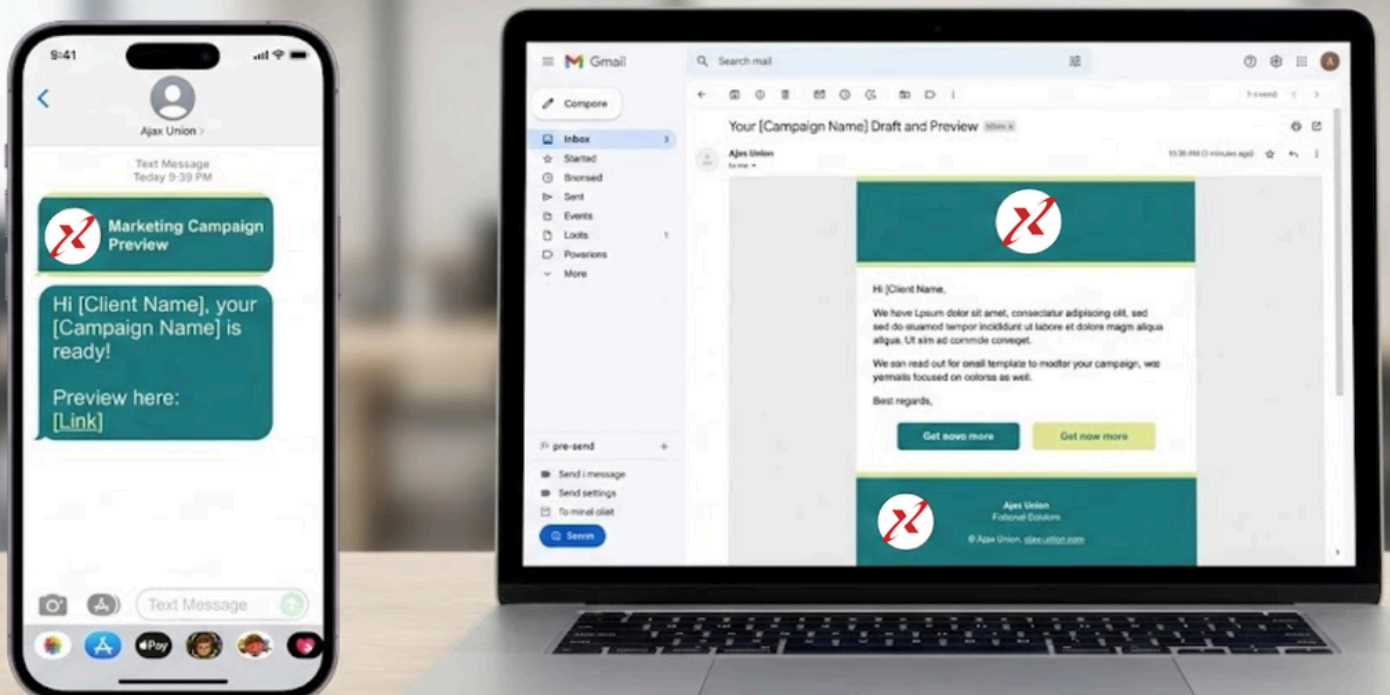
Email Request Template

Subject: How did we do, {{ contact.first_name }}?

"Hi {{ contact.first_name }}, thank you for choosing {{ location.name }}. We strive to provide 5-star service to all our partners, and your feedback is incredibly valuable to us. Would you mind sharing your experience with a brief review? It takes less than a minute and helps us continue to improve our service.

Leave a Review Here: {{ location.review_link }}

Thank you for your business! Best, The {{ location.name }} Team"



PHASE 4: TIMING AND FREQUENCY STRATEGY

The "when" is as important as the "what." A request sent too early feels intrusive; a request sent too late is often ignored. We deploy a strategic 2-hour delay after the service completion to ensure the request hits the client's inbox while the positive experience is still fresh.

The Persistence Protocol

If a review is not left after the first attempt, the system is programmed to send a single, gentle follow-up 48 hours later. We never send more than two requests per transaction. This protects your professional relationship while maximizing the likelihood of a conversion.

The Sweet Spot for Feedback

Ideal window for maximum engagement



Ajax Union Insights

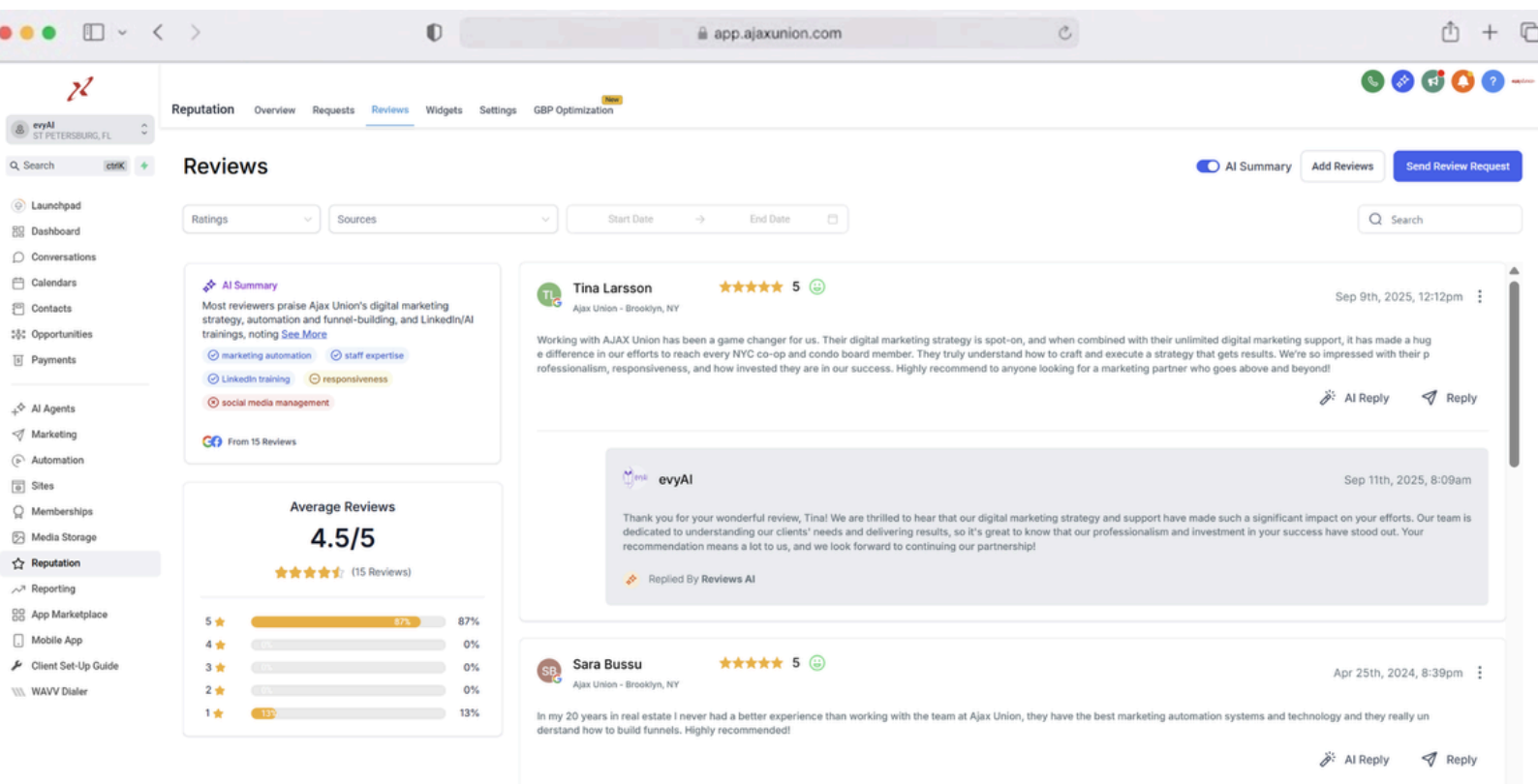
PHASE 5: LEVERAGING REVIEWS AI

Responding to reviews is the final step in closing the feedback loop. Using the "Reviews AI" within app.ajaxunion.com, the system drafts intelligent, context-aware responses based on the sentiment of the review.

Smart Engagement

- 5-Star Responses: The AI focuses on gratitude and reinforcing brand values.
- Constructive Feedback: The AI aims to take the conversation offline to resolve issues, protecting your public image.

This keeps your profile active in the eyes of Google's algorithm and shows prospective clients that you value every piece of feedback.



YOUR SUCCESS CHECKLIST

Complete these steps to ensure your automation engine is running at peak performance:

- Google Business Profile Integrated: Confirm connection in the Integrations tab.
- Review Link Verified: Click the link in your settings to ensure it opens the review modal.
- Automated Workflow Published: Ensure the "Google Review Request" workflow is set to "Published."
- Templates Personalized: Update the SMS and Email templates with your specific brand voice.
- Reviews AI Mode Set: Confirm your AI mode is set to "Suggestive" for initial review.

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You've completed the guide! Here's your **success checklist**:

- ✓ **Set Up Automated** Google Review Requests
- ✓ **Created Your** Email & SMS Templates
- ✓ **Segmented Your** Customer List
- ✓ **Configured** Scheduling Settings
- ✓ **Monitored & Optimized** Your Campaign
- ✓ **Reviewed Your Results & Reports**

ABOUT AJAX UNION

Ajax Union is a digital marketing and technology company focused on helping businesses build scalable marketing infrastructure and sustainable growth systems.

Through its Unlimited Digital Marketing platform, Ajax Union provides businesses with a powerful CRM, automation, and lead management system designed to centralize marketing, communication, and customer engagement in one place.

In addition to delivering marketing strategy and implementation services, Ajax Union offers white-label CRM solutions powered by GoHighLevel, allowing businesses to operate advanced marketing automation, funnels, messaging, and reporting under their own branded platform.

To learn more about marketing services if you are interested in a free trial , visit ajaxunion.com or access our platform at unlimiteddigitalmarketing.com.

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