South African Farmer outreach playbook

Help a local business take a useful next step towards the Eliyah Reviews subscription. Start with a little research, share one honest observation and have a personal conversation.

South African offer guidance
The business subscription is **R1,200 per month** as of October 2026. A local Farmer may be able to offer a limited-time **50% discount to R600 per month**. Confirm current terms and live checkout before sign-up.

The simple pathway

1	**Research**	Look up a local business manually on Google Maps.
2	**Note**	Record one strength and one useful opportunity.
3	**Talk**	Introduce yourself and ask permission to share.
4	**Offer a card**	Sell it, or choose to give it as a genuine gift.
5	**Invite**	Explain the subscription and agree a next step.

The offer to explain

REVIEW CARD

Confirm local price

Ask your local Farmer for the current rand price, or a Farmer may choose to gift the card. The card does not enrol the business in a subscription.

BUSINESS SUBSCRIPTION

R1,200 per month

A local Farmer may offer 50% off for a short time: R600 per month. Confirm eligibility, duration, tax and checkout.

What the subscription is intended to include

Automated Google replies with relevant, personalised business context. Describe “SEO-enhanced” replies without promising a ranking improvement. [1, 2]

Website review widget to display reviews on the business website. [1]

Review Shield for customer feedback and concern handling. Confirm its set-up with Eliyah; every customer must remain free to leave an honest Google review. Do not send only happy customers to Google. [1, 3]

Your role is to help the owner decide whether the programme fits. No pressure, invented results or unrelated services.

Prepare a useful mini audit

Search Google Maps for a business type and town or suburb, then open a relevant profile manually. Check its website where useful. Note only what you can see; ask the owner about anything uncertain.

A reusable worksheet

Business and town or suburb

Google Maps profile link and date checked

What to check	Visible facts or an example
Reviews	Displayed rating and count; most recent review date
Owner replies	Reviews checked and an example with or without a reply
Profile and website	Visible hours, contact details, photos or review display

One genuine strength to acknowledge

One useful opportunity and the evidence for it

One question for the owner

Which subscription feature might help and why

Keep the observation honest
Say “I noticed a recent review without a reply” if that is what you saw. Do not say “You are losing calls” or promise a better Google position. A public profile does not tell you the business’s sales, enquiries or full review process.

Have a personal conversation

Use these words as a guide, not a script to recite. Visit at a suitable time or use a genuine introduction. If the owner is busy or not interested, thank them and leave it there.

Introduce yourself

“Hi, I’m [name], an Eliyah Reviews Farmer. We help local businesses make it easier to invite honest feedback and manage their reviews. Is now a suitable time for one quick observation?”

Share something real

“I noticed [genuine strength]. I also saw [specific observation] on your Google profile. How do you currently ask for feedback and reply to reviews?”

Listen first. If there is a useful fit, connect one need to one feature: replies, the website widget or handling customer feedback. Do not turn the conversation into a long audit.

Choose how to offer the card

The Farmer chooses whether to sell or gift the card. Keep the card and the subscription as separate decisions.

If you are selling the card

“The review card is [confirmed local rand price]. It gives customers a tap or scan option to reach your review destination. Would you like me to show you how it works?”

If you are gifting the card

“I’d like to give you a review card as a gift from me. There’s no obligation to subscribe. If it is useful, we can also talk about the Eliyah Reviews programme.”

A gift is for the business owner to use as a tool. Never offer a card, money, discount or other reward in exchange for a Google review. [3]

Demonstrate without posting a review

- ☐ Check that the QR scan and NFC tap open the intended business and destination. Use a compatible phone and offer QR if tapping does not work.
- ☐ Explain a fair invitation: “If you would like to share your experience on Google, you can tap or scan this card. We welcome your honest feedback.”
- ☐ Let customers choose whether to review and what to write. Do not request five stars, keywords or staff names, and do not post a test review. [3, 4]

Invite and follow through

Make a clear invitation

“Alongside the card, Eliyah Reviews is R1,200 a month in South Africa. It is intended to include automated Google replies, a website review widget and Review Shield. A local Farmer may be able to offer a short-term 50% discount. Would you like a demonstration and the current offer details?”

Before sign-up, confirm the total payable, any tax, recurring billing and cancellation terms, included features and live checkout. For a discount, confirm eligibility, duration and the price afterwards. Do not promise an unverified coupon.

Keep common answers simple

Can I just have the card

Yes. Buying or accepting a gifted card does not commit you to the subscription.

Will this improve our Google ranking

There is no guaranteed ranking or number of enquiries. The aim is to make review requests, replies and feedback easier to manage.

Can Review Shield stop negative reviews

No promise of that. Customers must remain free to share honest public feedback. We need to confirm the actual feedback set-up with Eliyah.

Repeat this simple Farmer checklist

- ☐ Research manually and write one evidence-based mini audit.
- ☐ Ask permission to talk. Listen before explaining the offer.
- ☐ Make the card price or unconditional gift clear; test its destination.
- ☐ Explain R1,200/month and any confirmed local discount without promising results.
- ☐ Record the owner’s decision, consent and an agreed next action in your own simple notes. A Farmer app is not required.
- ☐ Follow up only as agreed. If they decline or opt out, stop.

Send information only with permission

Ask in person: “May I send you this audit and the programme details by email or WhatsApp? If so, when would you like me to follow up?” Record their permission and preferred channel. Use a consent-based approach, identify yourself and Eliyah, and make opting out easy. Do not scrape contact lists, send bulk unsolicited messages or keep contacting someone who declines.

Source notes

South African edition, October 2026. R1,200/month is owner-provided pricing guidance; a local Farmer may offer 50% off temporarily. This guide does not verify live checkout, coupon activation or tax treatment. Confirm current card pricing and offer terms. Product descriptions do not verify the live configuration.

[1] Eliyah Reviews product information | [2] Google local ranking guidance | [3] Google review content policy | [4] Google review and reply guidance