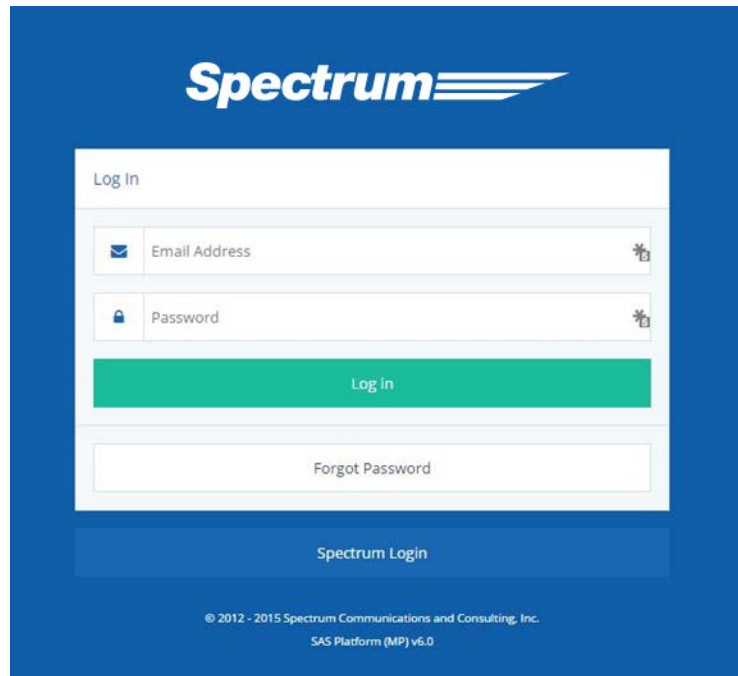


How-To:

Use Spectrum's Reviews Management Tool to Request More Company Reviews



The image shows a screenshot of the Spectrum login page. At the top, the Spectrum logo is displayed in white on a blue background. Below the logo, the text "Log In" is centered. The login form consists of two input fields: "Email Address" with an envelope icon and "Password" with a lock icon. Both fields have a small "x" icon on the right side. Below the input fields is a green "Log In" button. Underneath the button is a "Forgot Password" link. At the bottom of the form, there is a "Spectrum Login" button. The footer of the page contains the copyright information: "© 2012 - 2015 Spectrum Communications and Consulting, Inc. SAS Platform (MP) v6.0".

Utilizing Email Templates

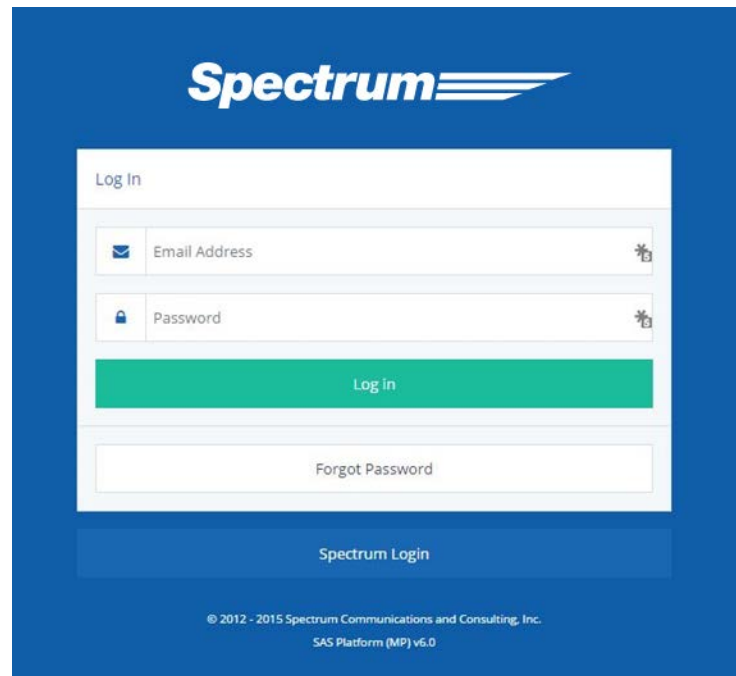
Please use the following instructions to send out emails through the admin to request more reviews

Please Note

- Only request reviews from customers you know have had a good experience with your company.
- We have the ability to filter reviews that come through the website, but not reviews that go through social platforms.
- You will have more success requesting Google+ reviews from customers who already have a Gmail account (i.e. their email is name@gmail.com).
- We can make various email templates that can request customers to post reviews on different sites (your website, Google+, etc...). Please let us know what you are interested in sending your customers and we can set up the templates for you.

Step 1

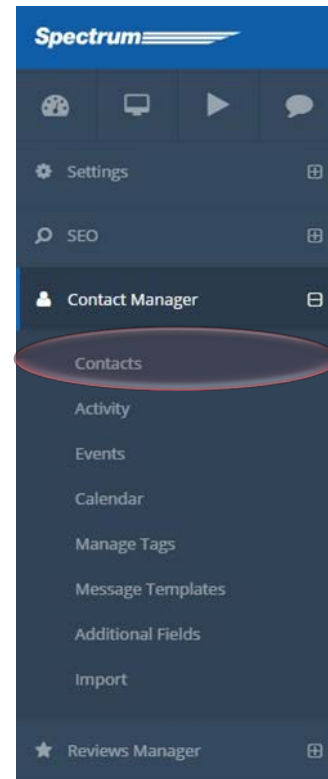
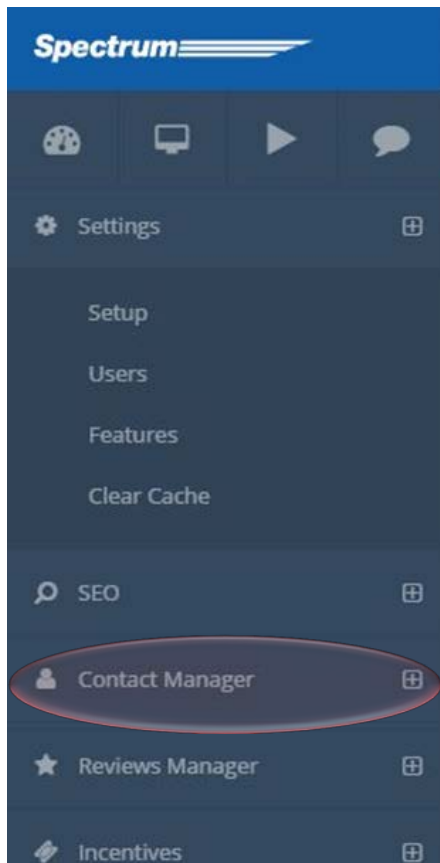
- Go to the admin page of your site by typing /admin at the end of your website's URL.
- Login to the website platform using your login information provided above



The screenshot shows the Spectrum login interface. At the top is the Spectrum logo. Below it is a white box titled "Log In" containing two input fields: "Email Address" with an envelope icon and "Password" with a lock icon. A green "Log In" button is positioned below the fields. Underneath the button is a "Forgot Password" link. The entire login form is set against a blue background. At the bottom of the blue background, the text "Spectrum Login" is visible, followed by the copyright notice: "© 2012 - 2015 Spectrum Communications and Consulting, Inc. SAS Platform (MP) v6.0".

Step 2

- Once in the website dashboard, click on "Contact Manager" in the left hand navigation and then click on "Contacts" after the section expands.



Step 3

- Click on the specific contact you want to request a review from.

The screenshot shows the Spectrum CRM interface for 'Atlanta Moving Company Administration'. The left sidebar contains navigation options: Settings, SEO, Contact Manager, Contacts, Activity, and Events. The main content area displays a 'Contacts' list with a total count of 103. The list includes columns for Initial, Date, First Name, Last Name, Email, and Phone. Two contacts are visible: Courtney Sutherland (added 03/27/2015) and Jane Smith (added 03/23/2015). The Courtney Sutherland contact row is highlighted with a red oval.

Initial	Date	First Name	Last Name	Email	Phone
	03/27/2015	Courtney	Sutherland	courtneys@spectruminc.com	(444) 444-4444
	03/23/2015	Jane	Smith	janes@gmail.com	(123) 456-7890

Step 4

- Click on "Actions" and then "Send a Message" from the drop-down that appears.

Courtney Sutherland ☎ (444) 444-4444 ✉ courtneys@spectruminc.com

< Back About **Actions**

Contact Information

Name Courtney Sutherland ⓘ Email courtneys@spectruminc.com

Phone 1 (444) 444-4444 Phone 2

Address 1 Address 2

Country Select City

Actions

Send Message

Create Appointment

Create Follow Up

Add Note

Step 5

- Click on “Get More Reviews” from the “Message Template” drop down menu
- Click on your specific market from the “Market” drop down menu.

Atlanta Moving Company Administration

Courtney Sutherland ☎ (444) 444-4444 ✉ courtneys@spectruminc.com

< Back About ▾ Actions

Send Message

Message Template

Get More Reviews ▾

Market

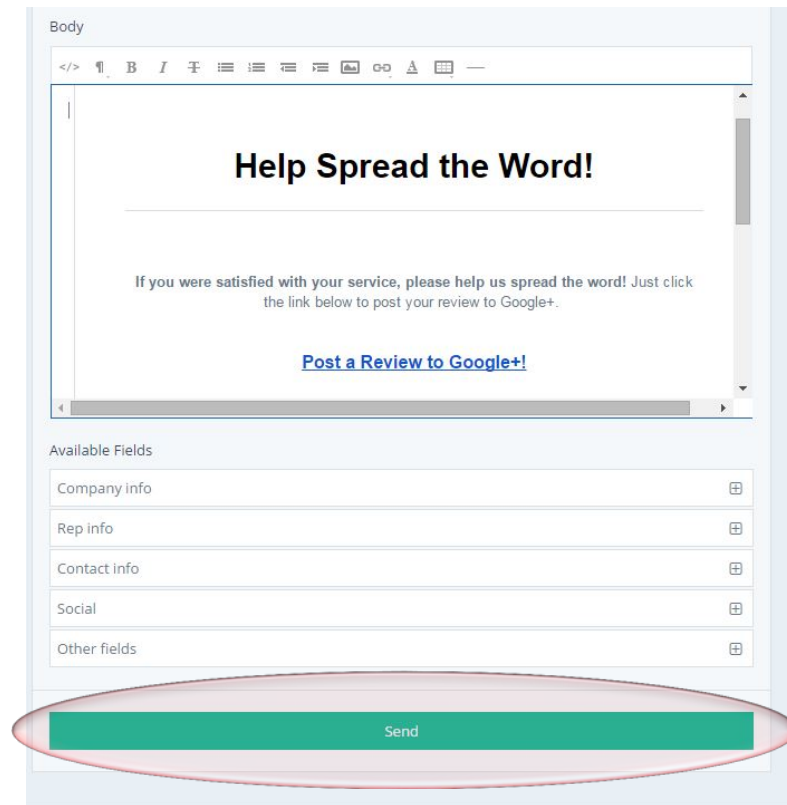
Atlanta ▾

Subject

Help Spread the Word!

Step 6

- Your message template will appear in the box below. Feel free to edit and customize the information in the template as you see fit.
- Click the “Send” button to send it to your customer.



The screenshot displays an email editor interface. At the top, the word "Body" is visible. Below it is a rich text editor toolbar with icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, video, and text alignment. The main content area contains the following text:

Help Spread the Word!

If you were satisfied with your service, please help us spread the word! Just click the link below to post your review to Google+.

[Post a Review to Google+!](#)

Below the editor is a section titled "Available Fields" with a list of options, each with a plus icon in a square:

- Company info
- Rep info
- Contact info
- Social
- Other fields

At the bottom of the interface, a green "Send" button is highlighted with a red oval.

Result

- Your email will appear like this to your customer (including your company logo). The link will take them to your Google+ page for the customer to post a review.

Help Spread the Word!

If you were satisfied with your service, please help us spread the word! Just click the link below to post your review to Google+.

[Post a Review to Google+](#)

We're here to help.

If you have any questions, or would like additional information please give us a call.

Toll Free (123) 456-7890

Now Watch Your Reviews Flow in!

- For any questions or concerns about this process, contact your Account Manager today.