

Google Review Strategy Guide

When families share their positive experiences, it helps others feel confident choosing our centers and schools. Here are simple and effective ways to encourage positive reviews from happy families.

1. Ask Families in Person

Ask parents one on one that you know have had a good experience. You know your families best, so approach them in a way that seems natural.

Example:

"We're so happy [child's name] is thriving! If you have a minute, we'd love if you could leave us a Google review."

2. Monthly Gift Basket Draws and Gift Card Raffles

- Hold a fun monthly or quarterly draw. Anyone who leaves a Google review gets entered.

Ideas for the basket:

- Healthy child-friendly snacks
- Educational toys or books
- Self-care goodies
- Run a raffle for gift cards, e.g. Amazon, or grocery stores.
Each review = 1 raffle entry.
 - Tip: Tie raffles to holidays or events to increase excitement.



3. Follow-Up Emails with Review Link

Send a thank-you email after a milestone or event and include your Google review link.

Example text:

"If you're happy with your child's experience, we'd love a quick Google review—it means a lot to us!"

4. Make It Easy to Leave a Review

Display your review QR code or link:

- In the front office
- On boards
- In newsletters or other materials sent home with families