



1 Star Haunt Reviews

Brett Hays - Fear Fair / HAA

Oops!!



Tiffany Herring

2 weeks ago · 30 Reviews · 

1★

I didn't mean to hit the star. I've never been here so Idk what it's like.

 Like

 Comment

Restaurant Critic



Krystin Paige reviewed **Statesville Haunted Prison** — 4★

Yesterday at 6:39 PM · 🌐

Very good and fun haunted house. Would have gave a five star but the food wasn't good.



Statesville Haunted Prison

Tour Guide

92,825 likes



I'm as think as you drunk I am!



Matthew Nichols reviewed **The Devils**

Attic — 1★

Oct 8 at 11:28pm • 🌐

Got kicked out 2 minutes in because I was drinking before going on lol. Not worth the \$20 I paid lol

 Like

 Comment

 Share

Turn down the damn moon!



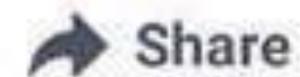
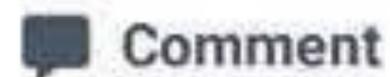
Morganne J Ashley reviewed **Indy Scream Park - Indianapolis, Indiana's Scariest Haunted House** — 

Oct 17 at 12:27am • 

I was really hoping for it to be scarier. I really liked the set up, the themes were good. The 3D one was my favorite, not scary but really cool. I really liked the way each one was set up, the zombie one was great in that department but the interaction was lack luster. **The woods one would of been better if the moon wasn't so bright.** I recommend the fast pass cause waiting in the long lines for those would not be worth it.

The scariest thing was this creepy doll man dressed like a cowboy walking around. Spoke like a little boy and doesn't leave you alone.

1 Comment



Did I mention their queue is completely outdoors?



Jennifer Deason reviewed **Haunted Hotel** —



Oct 16 at 7:59pm • 

The wait was way to long. Needed air conditioning but other than it, it was cool.



Rude Hot Dog Dude



Justin Hollan reviewed Fear Fair - Indiana's Scariest Haunted House —

3★

October 21, 2012 · 🌐

Fire the hotdog stand guy get a new one he is rude and even tryed to fight one of his customers



Robert Mcgaughey and Jessica Campbell

1 Comment



Like



Comment



Share

Social Media and Web Reviews



Online Reviews:

Increase Sales

Help you understand and better serve your customers

Improve search engine and social media rankings

Provide higher keyword content for SEO

Allow consumers to have a voice and create brand loyalty

Create consumer engagement

Let consumers do your marketing for you

Social Media and Web Reviews



DO!

Social Media and Web Reviews



Display **F**ind All Mentions
Empathy
Answer Publicly
Reply Only Twice
Switch Channels

Social Media and Web Reviews



Find all mentions:

Search hashtags and your name constantly on social media and the web

Remember, 96% of consumers who discuss a brand do it elsewhere

- only about half will tag the business
- 1/3 of tweets to companies are customer service - 3% use @ tag

Consider using a tool like mention.com , Google Alerts or Respond

Social Media and Web Reviews



Display Empathy:

These people are seeking an audience and their language reflects that

Don't take the bait.. deep breath

Doesn't mean you kiss their butt or that the customer is always right

Demonstrate active listening - the magic words

- "Wow, that must be so..."
- "I understand how you feel..."
- "It sounds like..."

Lean forward while typing

Use people's names

Read out loud before you post

Social Media and Web Reviews



Answer Publicly:

Remember that you have an audience; capitalize on that

You want others to know you're responsive

Don't switch channels until you've responded publicly at least once

- frustrates them further
- Confuses them
- It can be intrusive

Social Media and Web Reviews



Reply only twice:

Make two legitimate efforts to help or resolve

You guys suck, I waited forever to get in and then it was lame.

It sounds like we didn't live up to your expectations. Tell me a little more about what happened and I will try to help.

It was just shitty

I'm sorry we fell short in your eyes. If there is anything I can address for you, please drop us a message to the page

Social Media and Web Reviews



Switch Channels:

Always make an initial public response first

Don't ask for personal info or details publicly

Consider using video responses, it can help diffuse anger

Social Media and Web Reviews



Other Do's

- Know who you are talking to and design your response accordingly
- Make sure everyone responding is on the same page
 - consider making a spreadsheet of suggested responses to issues
 - Try to respond promptly
- Use hide/delete/ban sparingly, but when necessary
- Ask for positive reviews
- Use reviews in your marketing, highlight the good

Social Media and Web Reviews



Consider posting a comment policy

Makes it easier to delete something when it's called for

"We welcome your reviews and comments about Fear Fair. We love to inform and engage with our fans and friends. We encourage you to let us hear about your experience.

We do, however, reserve the right to delete submissions that:

- contain vulgar language
- are clearly off topic or disruptive
- Infringe on copyrights or trademarks

Social Media and Web Reviews



Social Media and Web Reviews



Give a non-apology apology:

We've been scaring thousands of satisfied thrill seekers for years now.
I'm sorry we didn't meet your expectations.

Totally insincere, tells the customer they were wrong to expect more..

Social Media and Web Reviews



Mention your name or tag yourself when responding to negative reviews .. or forget to do so with positive ones.

Jump into fan interactions unless there is incorrect or misleading info being shared