



# REVIEWS PROPOSAL

# Top 3 Platforms for Reviews in Qatar

- **Google Reviews** → #1 priority
- **Tripadvisor** → strong for expats/events
- **Instagram** → real customer experiences

**KEY DIFFERENCE** (remember this)

**Google** = volume + proximity

**TripAdvisor** = storytelling + experience

**Instagram** = Not a “review platform” but huge influence

## 1. GOOGLE REVIEWS — 10/10

Why it dominates:

Everyone in Qatar uses Google to search  
Shows on both Google Maps and Search

Critical for:

- Restaurant discovery
- Event venue credibility

Local SEO

Best for:

- Restaurant
- Events
- Club visibility

This should be your #1 review engine

## 2. INSTAGRAM — 9/10 (UGC + TAGGING)

**Why it matters:**

- In Qatar, decisions are heavily visual + social
- People trust tagged experiences more than formal reviews

**Best for:**

- Weddings & events (Al Jewan Hall)
- Restaurant ambience & food
- Lifestyle/membership appeal

**Not a “review platform” officially—but huge influence**

## 3. TRIPADVISOR — 8/10

**Why:**

- **Strong with:**
  - Expats
  - Tourists
  - Corporate visitors

**Best for:**

- Restaurant
- Events (indirectly)

**Very important for credibility beyond locals**

## 4. FACEBOOK — 6.5/10

**Why:**

- Has reviews, but engagement is declining
- **Still relevant for:**
  - Community audiences
  - Older demographics

## 5. TIKTOK — 6/10

**Why:**

- **Not a review platform, but:**
  - Viral exposure
  - Strong for restaurant discovery

**Think of it as awareness → not structured reviews**

# Google Reviews

## AL JEWAN HALL (Events, Weddings, Functions)

### Best moment:

- Right after the event ends (same night)
- Next morning (very important follow-up)
- During client appreciation message

### Who should ask

- F&B / Banquet Team
- Waiters, Casuals
- Sales Team

### How to collect reviews

#### 1. QR code at event

Place near Banquet tables

#### 2. WhatsApp follow-up (most effective in Qatar)

Send within 12–24 hours while emotions are still high.

### Message template

“Thank you for celebrating your special event at Al Jewan Hall. We hope everything met your expectations. We would truly appreciate if you could share your experience on Google—it helps us serve families better.”

### What you want mentioned

#### Encourage reviews that talk about:

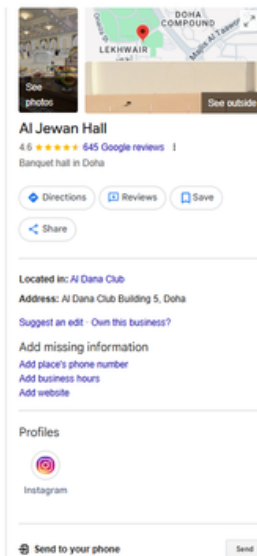
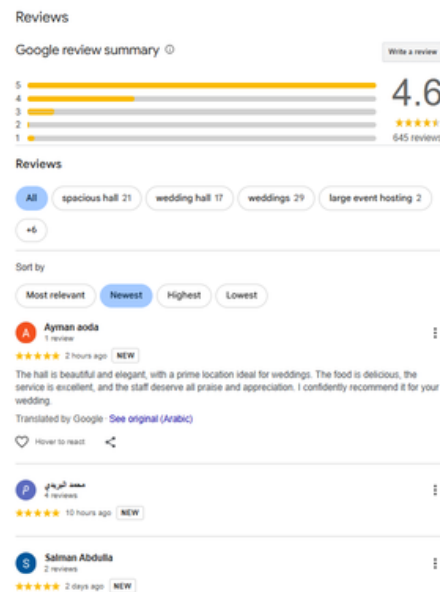
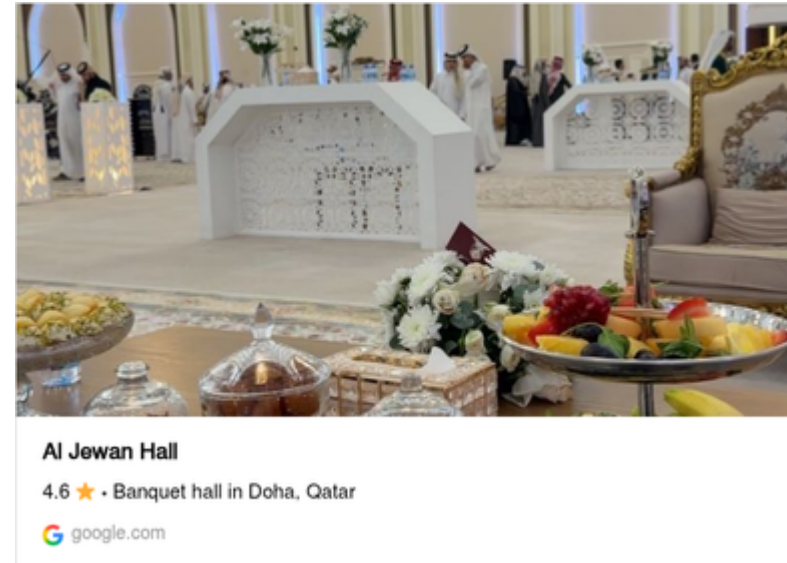
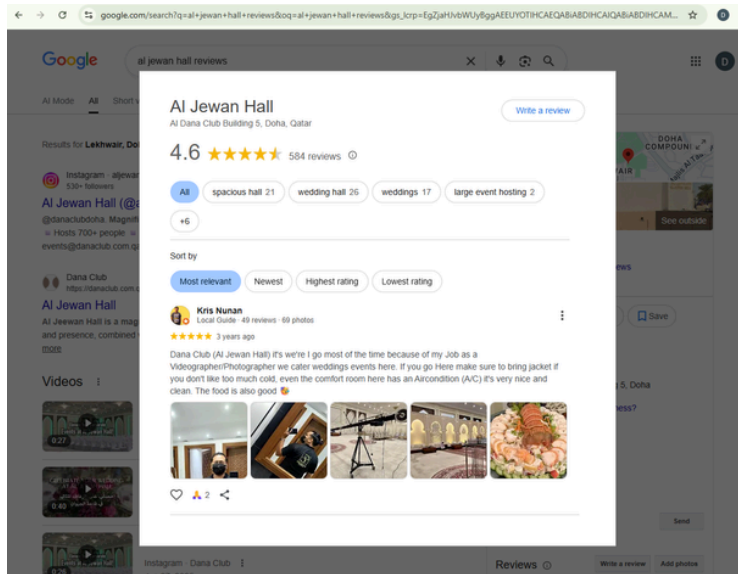
- Venue setup & ambiance
- Food quality
- Staff service
- Event coordination

These keywords improve visibility for weddings & events searches

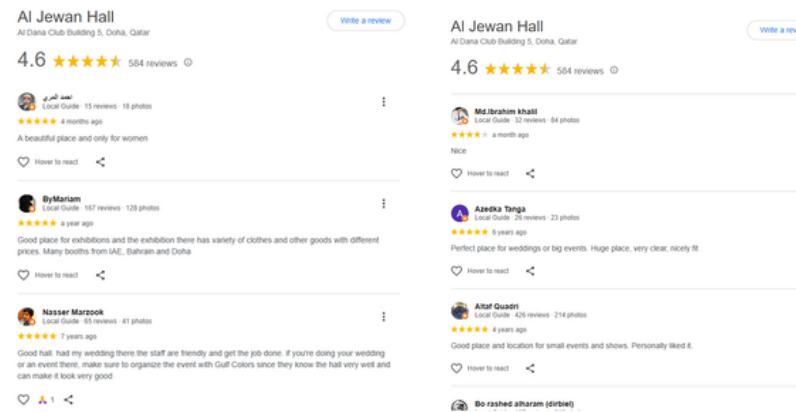


# Google Reviews

## Al Jewan Hall

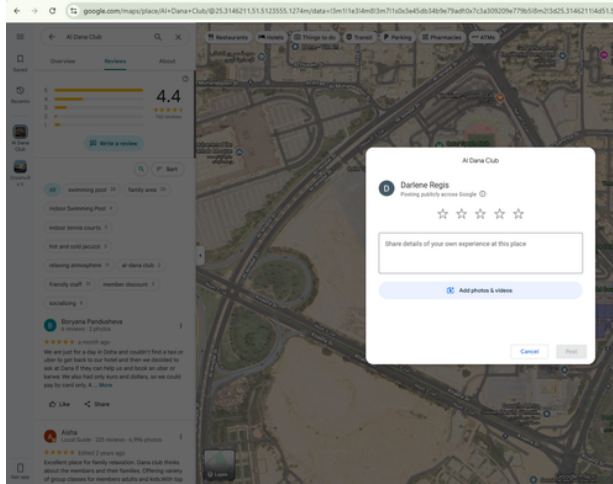


Click to [Google Reviews](#)



# Google Reviews

## DANA CLUB



### Reviews

#### Google review summary

Edit your review



### Reviews

- All
- Indoor Swimming Pool 28
- family area 26
- outdoor swimming pool 4
- indoor tennis courts 3
- +6

### Sort by

- Most relevant
- Newest
- Highest
- Lowest

**D** Darlene Regis  
3 reviews · 9 photos



A true home away from home. Dana Club is a private members' club in a prime ... [More](#)



Hover to react

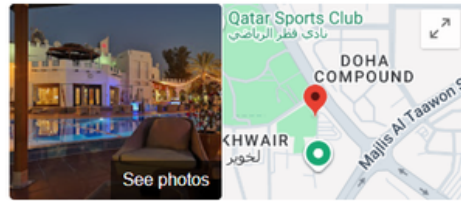
**S** Sab Safa  
Local Guide · 2 reviews · 230 photos



**S** SA  
Local Guide · 2 reviews · 297 photos



## Click to [Google Map Reviews](#)



### Al Dana Club

4.5 ★★★★★ 768 Google reviews

Gym in Doha

[Website](#) [Directions](#) [Reviews](#)

[Save](#) [Share](#) [Call](#)

**Service options:** Sauna · Basketball court · Swimming pool

**Address:** Al Dana Club Building 5, Doha

**Phone:** 4496 0600

**Hours:** Open · Closes 11 PM

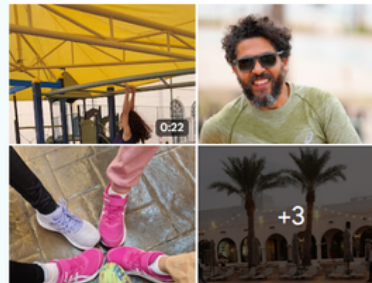
Updated by this business 1 week ago

[Suggest an edit](#) · [Own this business?](#)

**C** CoachMo  
Local Guide · 104 reviews · 165 photos

★★★★★ 2 years ago

Great family club. Great lunch with very special for members, and Thursday & Friday are great for a buffet ... cool gym, and a cool community. Need time to mingle with people who used to live in Qatar for years & years



[Like](#) [Share](#)

**S** Suhaib  
Local Guide · 44 reviews · 88 photos

★★★★★ 2 years ago

Dana Club presents an inviting retreat for those seeking a blissful escape. The club's impressive offerings are worth mentioning. Members can revel in a luxurious pool, pamper themselves at the rejuvenating spa, and engage in invigorating ... [More](#)



[Like](#) [Share](#)

## DANA CLUB CATERING (External Catering Services)

### Best moments to ask

- Immediately after food service (on-site)
- Same-day follow-up message
- After positive verbal feedback

### Who should ask

- Catering supervisor on-site
- Sales Team

### How to collect reviews

#### 1. On-site QR card (very powerful)

- Give a small card after service
- Or include in invoice folder

#### 2. WhatsApp follow-up

- Send photos + review link

### Message template

“Thank you for celebrating your special event at Al Jewan Hall. We hope everything met your expectations. We would truly appreciate if you could share your experience on Google—it helps us serve families better.”

### What you want mentioned

#### Push for details like:

- Food taste & presentation
- Professionalism of staff
- Timeliness & setup
- Overall catering experience

# Google Reviews

## DANA CLUB CATERING (External Catering Services)

**Dana Club Catering**  
5.0 ★★★★★ 6 Google reviews  
Catering food and drink supplier

Website | Reviews | Saved | Share | Call

Phone: 6698 7757  
Suggest an edit  
Add missing information  
Add business hours

Send to your phone | Send

Reviews ⓘ  
Edit your review | Add photos

**D** Darlene Regis - Edit  
★★★★★ 2 days ago  
View all Google reviews

From Dana Club Catering  
"Whether it's a corporate event, private gathering, or grand celebration, our expert chefs and catering team offer a diverse selection of international and local cuisine, crafted to suit every palate. With our ISO certifications, we ensure the highest... [More](#)

### Dana Club Catering

Edit your review

5.0 ★★★★★ 6 reviews ⓘ

**Hassan alotaibi**  
1 review

★★★★★ 4 hours ago NEW

The food was delicious and nicely presented everyone at the event enjoyed it. A special thank you to the supervisor Vipeesh who made sure everything went well. Overall, I would definitely recommend them for any event.

Hover to react

**rosemarie kwamboka**

★★★★★ 21 hours ago NEW

Amazing Service from chef Nadeera ❤️❤️ .keep up the good work see you again Inshallah

Hover to react

**ibrahim alamadi**

★★★★★ a day ago NEW

**abdulla taimour**  
Local Guide - 60 reviews - 31 photos

★★★★★ a day ago NEW

### Action Plan

- Created **Dana Club Catering** and added as Google Business to get reviews - Done
- **Received 6 reviews** only after the verification process
- **Reply to all reviews** - Done, awaiting verification (up to 5 days)
- **Add more photos** - In progress

## BAYT AL DANA RESTAURANT & LOUNGES

### **Best moment:**

- Right after a good meal
- When clearing plates / giving bill

**Who asks:** Waiters / supervisors

### **How:**

- QR code inside bill folder
- QR code in menus
- Table tent cards
- Entrance stand

### **Script:**

“We’re glad you enjoyed your meal. A quick Google review would mean a lot to us.”

### **Encourage reviews about:**

- Food quality
- Service
- Atmosphere

# Google Reviews

## BAYT AL DANA RESTAURANT

← Reviews

4.9 ★★★★★ (16 reviews) ⓘ

↩ Reply to reviews   ↩ Get more reviews

All   Replied   Unreplied

Google is processing your verification. It may take up to five days. [Learn more](#)

Newest

**Brighton Academy**  
Local Guide · 0 reviews · 64 photos

★★★★★ 16 mins ago **NEW**

We would like to extend our sincere thanks to Al Dana Club and special appreciation to Mr. Abdulhai for organizing such a wonderful teachers' gathering.

The event was exceptionally well-organized, creating a warm and welcoming atmosphere that allowed educators to connect, relax, and celebrate their dedication. The venue was elegant, the arrangements were thoughtful, and every detail reflected great care and professionalism.

It was truly a memorable experience that strengthened the sense of community among teachers and provided a much-needed opportunity to unwind and appreciate one another's efforts.

Thank you once again for your generosity and hospitality. We look forward to more inspiring events in the future.

**Barikaman**  
2 reviews · 2 photos


★★★★★ 2 hours ago **NEW**

Wow this place amazing, service excellent, food delicious

**CHONGAM PIC**  
11 reviews · 1 photo

★★★★★ 2 hours ago **NEW**

Excellent service, nice ambiance. Received warm welcoming. Love this place Dana club



**Khalida Phasal**  
1 review · 0 photos

★★★★★ 2 hours ago **NEW**

Very nice location and service is excellent

**chayfane sells**  
2 reviews · 0 photos

★★★★★ 2 hours ago **NEW**

Thanks to miss Evelyn for a very accommodating to all of us.

**ahmad genny**  
0 reviews · 0 photos

★★★★★ 2 hours ago **NEW**

It was delicious food's excellent service. Thanks you Mr Evelyn.

**JERRY Q**  
1 review · 0 photos

★★★★★ 2 hours ago **NEW**

Very accommodation.

← Reviews

All   Replied   Unreplied

Google is processing your verification. It may take up to five days. [Learn more](#)

**Muhammad Alkaram**  
1 review · 0 photos

★★★★★ 4 hours ago **NEW**

**MIND MIND**  
1 review · 0 photos

★★★★★ 4 hours ago **NEW**

Very good appetizer, bolognese and kofta plate also really nice view and service

**reem qadifour**  
2 reviews · 0 photos

★★★★★ 2 days ago **NEW**

**Maria Gana**  
0 reviews · 0 photos

★★★★★ 2 days ago **NEW**


**Ayet Abussad**  
2 reviews · 0 photos

★★★★★ 2 days ago **NEW**

**Emir BROOGAN**  
Local Guide · 622 reviews · 1629 photos

★★★★★ 22 Nov 2022


Beautiful cozy atmosphere with delicious middle Eastern cuisine. The chicken liver starter was a stand out as well as the arabis cotton topped ice cream with pistachio was beyond delicious!



**Leisel Datan**  
Local Guide · 12 reviews · 64 photos

★★★★★ 8 Aug 2022


So nice. A very good place to experience, relax and enjoy.



**Sakul Kithamwornthy**  
Local Guide · 624 reviews · 1522 photos

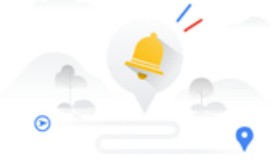
★★★★★ 16 Dec 2022

Good atmosphere. Music was great. Not crowded at all. Service excellent. Food was yummy, except for chicken wings, mahmure was exceptional.



← Reply to review

Verification processing



It usually takes up to five days for Google to finish your verification. You can continue to update your profile. Edits will be visible to customers after you're verified.

[Learn more](#)

**Close**

4.9 ★★★★★ (16 reviews) ⓘ

↩ Reply to reviews   ↩ Get more reviews

All   Replied   Unreplied

Google is processing your verification. It may take up to five days. [Learn more](#)

Newest

**Brighton Academy**  
Local Guide · 0 reviews · 64 photos

★★★★★ 14 mins ago **NEW**

We would like to extend our sincere thanks to Al Dana Club and special appreciation to Mr. Abdulhai for organizing such a wonderful teachers' gathering.

The event was exceptionally well-organized, creating a warm and welcoming atmosphere that allowed educators to connect, relax, and celebrate their dedication. The venue was elegant, the arrangements were thoughtful, and every detail reflected great care and professionalism.

It was truly a memorable experience that strengthened the sense of community among teachers and provided a much-needed opportunity to unwind and appreciate one another's efforts.

Thank you once again for your generosity and hospitality. We look forward to more inspiring events in the future.

⋮ ×

### Action Plan

- Replace **Bayt Al Dana to Bayt Al Dana Restaurant** - Done, awaiting verification (up to 5 days)
- **Reply to all reviews** - Done, awaiting verification (up to 5 days)
- **Add more photos** - In progress

## **GYM & FITNESS (gym floor, personal training, classes)**

### **Best moment to ask:**

- After a great session
- After personal training

**Who asks:** Trainers / fitness staff

### **How:**

QR code at exit / locker rooms

### **Trainer sends WhatsApp after session**

Script:

“Great session today! If you’re happy with your progress, we’d really appreciate a quick Google review—it helps our team a lot.”

Focus keywords to encourage:

- Trainers
- Equipment
- Cleanliness

## SPORTS FACILITIES (tennis, courts)

### Best moment:

After matches or coaching sessions

**Who asks:** Coaches / reception

### How:

- QR code near court entrance
- Booking confirmation follow-up

### Script:

“Hope you enjoyed your game! Mind sharing your experience on Google? It really supports our sports programs.”

### Push for mentions of:

- Coaches
- Court quality
- Booking experience

# Google Reviews

## FAMILY & POOL AREA

### Best moment:

- After family day / pool visit
- When guests are leaving happy

**Who asks:** Lifeguards / reception

### How:

- QR signage near exits
- Family event follow-ups

### Script:

“We hope your family had a great time today! We’d love your feedback on Google.”

### Focus on:

- Family-friendly environment
- Cleanliness
- Safety

## EVENTS & FUNCTIONS (buffets, private events, celebrations)

### Best moment:

- Same day (within hours)
- Next day follow-up

**Who asks:** Events team

### How:

- WhatsApp / SMS blast
- Email follow-up

### Script:

“Thank you for celebrating with us! We’d appreciate it if you could share your experience on Google.”

### Push mentions of:

- Event setup
- Food
- Staff service

# Google Reviews

## MEMBERSHIP / RECEPTION

### **Best moment:**

- After onboarding
- After resolving a concern

**Who asks:** Front desk

### **How:**

- QR code at desk
- Welcome message

### **Script:**

“As a valued member, your feedback helps us improve. We’d truly appreciate a quick review.”

### **Encourage:**

- Overall experience
- Staff helpfulness

## MEMBERSHIP (GYM, POOL, FACILITIES)

### Monthly Checkpoint Trigger

#### Send after:

- **30 days of membership**
- **Or 5+ visits**

#### Membership Areas

- Gym entrance
- Changing rooms
- Poolside signage

#### Smart Routing System (important)

If rating = 4-5 → send to Google Maps

If rating = 1-3 → keep internal (customer service follow-up)

### WHATSAPP MESSAGE

Hi [Name], we hope you're enjoying your membership at Dana Club.

We'd love to hear about your experience so far. Your feedback helps us improve and serve you better:

[Feedback Link]

Thank you for being part of our community!

Hi [Name], we hope you're enjoying your time at Dana Club

Your feedback helps us improve your experience.

Please take a moment to share it here:

[Feedback Link]

Thank you for being part of our community!

## Google Survey Form

Click to [Survey](#)

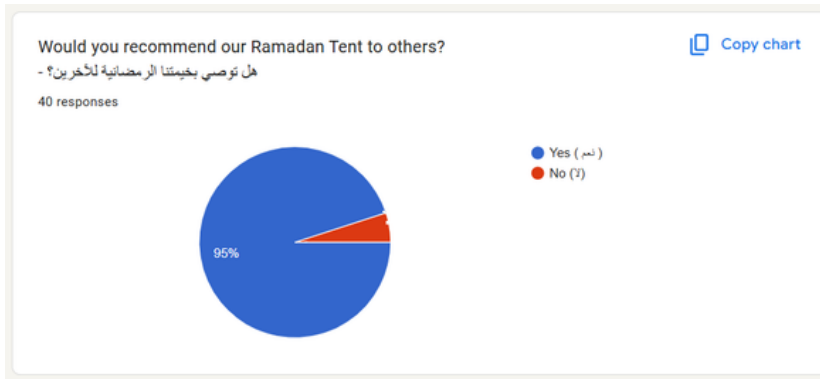
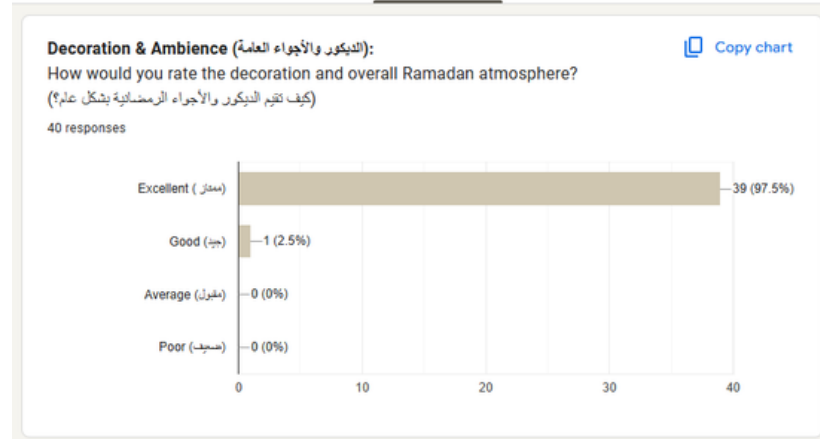
Dana Club Ramadan Feedback Survey

Questions Responses Settings

RAMADAN MUBARAK

We value your feedback. Please take a moment to share your experience with our Ramadan Iftar/Suhoor:

نرجو منكم تزويدنا بملاحظاتكم على تجربة إفطار/سحور رمضان لتحسين خدماتنا بحرية الطعم



الدانة DANA نادي CLUB

**WE VALUE YOUR FEEDBACK**  
رأيك يهمنا

**Please take a moment to share your experience with our Ramadan Iftar/Suhoor**  
نرجو منكم تزويدنا بملاحظاتكم على تجربة إفطار/سحور رمضان لتحسين خدماتنا

# Tripadvisor

**Doha Attractions**

6 results sorted by traveler favorites

- Mihaleb Downtown Doha** 4.7 (10)
- Doha FAN Search Fest** 4.7 (10)
- Ego 2023 Doha** 4.2 (10)
- Theophrastie** 4.0 (10)
- CenturyGalleo** 4.0 (10)
- Al Jewan Hall** 4.0 (10)

tripadvisor.com/Attraction\_Review-g294009-d34339506-Reviews-Dana\_Club-Doha.html

**Dana Club** 4.7 (10) Save Review

#85 of 129 Spas & Wellness in Doha

**Bayt Al Dana Restaurant** 4.0 (10) Saved Review

International

Overview Hours Location Reviews

**At a glance**

+ Add hours

Dana Club, Building 5, Al Dafna, Doha, Qatar Qatar 8677+RXV., Doha Qatar

Save this restaurant

Saved

## Current Tripadvisor Standing

- Listings are live now
- Need more reviews to appear in search tabs
- Dana Club is #85 out of 129 – Spa & Wellness category was approved
- Al Jewan Hall is 6 out of 6 in the ranking, still does not appear in search tabs due to lack of reviews

# Tripadvisor

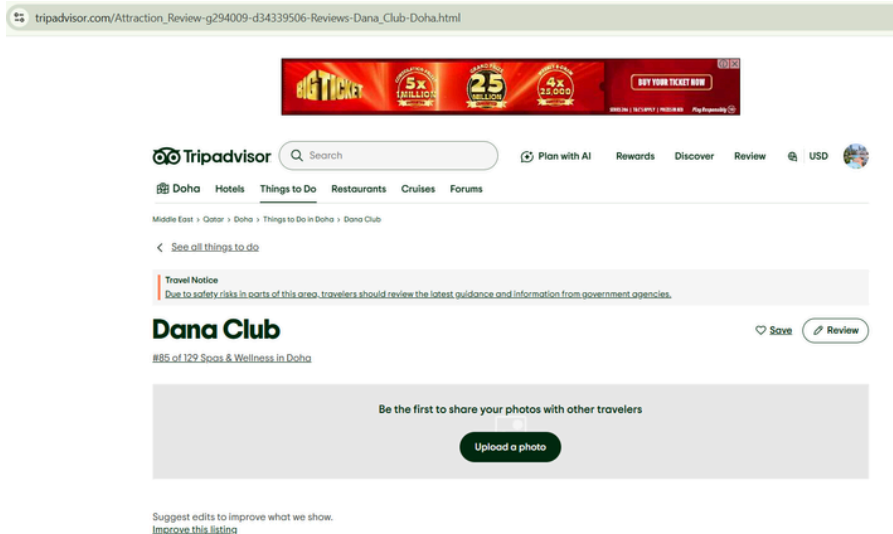
## First reality check (important)

### Right now, Dana Club has:

- Strong presence on Google (~4.4 rating, hundreds of reviews)
- Little to no visibility on TripAdvisor

**That means your goal is NOT “increase reviews”**  
yet

Your goal is: build the listing + make it discoverable for tourists



## PHASE 1 — CLAIM & POSITION THE LISTING

### 1. Create / claim TripAdvisor page

Dana Club should be listed as:

- “Things to Do in Doha” OR
- “Sports Club / Recreation / Family Club”

NOT as a hotel (common mistake — you’ll get irrelevant traffic)

### 2. Optimize your listing (this is your ranking base)

Title:

**Dana Club Doha – Family Leisure & Sports Club**

Description (key SEO terms):

Include:

- “family club in Doha”
- “sports facilities Qatar”
- “pool, gym, tennis, dining”
- “events venue Doha”

**Why:**

TripAdvisor search is keyword-based—not just reviews.

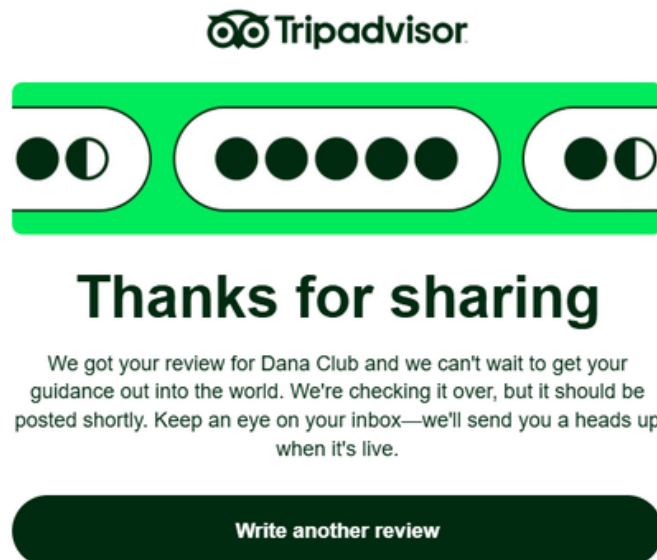
# Tripadvisor

## PHASE 2 — WIN WITH VISUALS (TripAdvisor is visual-first)

### Upload:

- Pool (very important—top driver)
- Gym
- Tennis courts
- Restaurants / buffet
- Events (weddings, Al Jewan Hall)

### Travelers decide based on photos BEFORE reviews



## PHASE 3 — GET THE RIGHT TYPE OF REVIEWS

### TripAdvisor ≠ Google reviews

#### You want:

- Tourists
- Visitors (non-members)
- Event guests

Where to collect reviews (specific to Dana Club)

- **Al Jewan Hall** (events)

Best source of TripAdvisor reviews

#### Ask:

- Wedding guests
- Corporate event attendees

These are often international users with TripAdvisor accounts

# Tripadvisor

## Dining & buffet nights

### Target:

- Non-members
- Visitors

Dining experiences convert well to TripAdvisor reviews

## Day passes / guest access

If you allow:

- Pool day passes
- Guest entry

These users are closer to "tourist mindset"

## TripAdvisor Review Request Template

(Use WhatsApp or email)

"Thank you for visiting Dana Club Doha. If you enjoyed your experience, we would truly appreciate your review on TripAdvisor. Your feedback helps travelers discover us."

### Always include:

- Direct TripAdvisor link
- 1-click access

# Tripadvisor

## PHASE 4 — CONTENT STRATEGY (THIS IS WHAT MOST MISS)

### TripAdvisor ranking depends on:

- 1.Review quality
- 2.Recency
- 3.Content richness

Encourage detailed reviews

### Instead of:

“Nice place”

### You want:

“Great family club with pool, tennis courts, and buffet.  
Perfect for relaxing in Doha.”

These keywords help you rank in:

- “Things to do in Doha”
- “Family activities Doha

## PHASE 5 — RESPOND LIKE A HOTEL (CRITICAL)

### Most clubs ignore this.

### Do:

- Reply to EVERY review
- Use keywords in replies

### Example:

“Thank you for visiting Dana Club, one of Doha’s family  
leisure destinations...”

This boosts TripAdvisor SEO

# Tripadvisor

## PHASE 6 — TARGET NUMBERS

### Month 1–2:

- 20–30 reviews (foundation)

### Month 3–6:

- 80–150 total reviews

That's when you start ranking

## ADVANCED STRATEGY (HIGH IMPACT)

1. Bundle with “Things to Do in Doha”

Position Dana Club as:

- Relaxation spot
- Family activity
- Day experience

Not just a “members club”

## 2. Partner with:

- Hotels nearby
- Tour companies

## Ask them to recommend Dana Club

→ This drives TripAdvisor-type traffic

## 3. Highlight uniqueness

Based on reviews:

- Family-friendly environment
- Pools + sports + dining in one place

Package it as:

“All-in-one leisure destination in Doha”

## SIMPLE EXECUTION PLAN

Week 1:

- Claim listing
- Upload 20–30 photos

Week 2:

- Start collecting reviews (events + dining)

Week 3+:

- Respond to every review
- Push 5–10 reviews/week

# Tripadvisor

## 1. Decide the Best Listing Type (Important)

Tripadvisor doesn't handle "membership clubs" directly, so you'll list parts of Dana Club separately:

### Option A (Recommended first)

#### List Bayt Al Dana Restaurant

Category: Restaurant

Easiest to get reviews quickly

### Option B

#### List the club as an Attraction

- Category: **Spa / Fitness / Leisure Club**
- Works for memberships, gym, pool

### Option C (Optional)

Events like Al Jewan Hall are harder to list directly

→ Usually covered under:

- Attraction OR
- Mentioned in reviews of the club/restaurant

## 2. Submit the Listing

Go to: <https://www.tripadvisor.com/GetListedNew>

Then:

Fill in:

**Business name:** Dana Club Doha (or Bayt Al Dana Restaurant)

**Address:** Full Doha address

**Phone number**

**Website**

**Category** (Restaurant or Attraction)

## 3. Add Strong Details (This affects approval)

Upload:

- **High-quality photos:**
  - Restaurant interior & food
  - Pool, gym, facilities
  - Event hall (if relevant)

**Write a clear description:**

Example:

Dana Club Doha is a premium lifestyle and membership club offering dining at Bayt Al Dana Restaurant, event hosting at Al Jewan Hall, and access to fitness, pool, and leisure facilities for individuals and families.

# Tripadvisor

## 4. Verification Process

### Tripadvisor will:

- Review your submission
- Check if listing already exists
- Approve within ~5–10 days

## 5. Start Getting Reviews Immediately

Once live:

Do this right away:

- Add Tripadvisor link to your QR page
- Include in WhatsApp messages
- Ask event clients to review

## Example WhatsApp (Tripadvisor)

Hi [Name], thank you for visiting Dana Club Doha

If you have a moment, we'd really appreciate a quick review on Tripadvisor:

[Tripadvisor Link]

Your feedback means a lot to us!

### How Tripadvisor Helps You

Strong **for tourists & expats** in Doha

Builds credibility for:

- **Weddings**
- **Corporate events**
- **Dining**

## DANA CLUB

### Central Review Hub Page (Recommended)

**Create one simple page:**

**“Share Your Experience at Dana Club”**

**Buttons:**

- Restaurant
- Events
- Membership

**Each leads to the correct review link.**

### **Incentive Strategy (Safe & Effective)**

Instead of “reward for good reviews,” use:

- **Monthly draw:** “Leave feedback & win a free dinner”
- **Member perks:** coffee, guest pass

This keeps it compliant and natural.

## DANA CLUB

### SOCIAL MEDIA (Social Proof Booster)

#### Encourage tagging on:

- Instagram
- Facebook

#### Add signage:

“Tag us & share your experience”

#### Then:

- Repost stories
- Highlight real guests

### Staff Training (Critical)

#### Focus on:

- Identifying happy customers
- Asking at the right moment
- Keeping it natural (not pushy)

### Weekly Review System

Assign someone to:

- Respond to all reviews
- Track ratings (restaurant vs events vs membership)
- Report issues quickly

## 1. After-Experience Review Requests (Most important)

### Provide review requests directly to each service:

- Bayt Al Dana Restaurant diners
- Add a QR code on receipts or table tents
- Train staff to casually invite feedback after meals
- Al Jewan Hall events (weddings/corporate) Send a follow-up WhatsApp/email within 24–48 hours after the event
- Membership users (gym, pool, etc.) Trigger reviews after check-ins or monthly usage milestones

**This ensures feedback is fresh and specific.**

## 2. Google & Maps Reviews (High visibility)

### Encourage reviews on:

- **Google Maps**
- **Google Reviews**

### Why it matters:

- Helps people searching for venues, restaurants, or clubs nearby
- Boosts local SEO and credibility

**Tip:** Create separate listings (if possible) for restaurant vs event venue.

## Google Review Link Setup

Create separate links for:

- Restaurant
- Event Hall

Using:

Google Maps

Tip:

Use short links (bit.ly or branded)

## 3. Social Media Engagement

**Leverage platforms where your audience already shares experiences:**

- Instagram
- Facebook
- TikTok

### **Tactics:**

- Encourage guests to tag the club in posts/stories
- Repost user-generated content
- Run “share your experience” campaigns

## 4. WhatsApp & SMS Feedback Links

**Since WhatsApp is widely used in Qatar:**

- **Send direct review links after:**
  - Restaurant bookings
  - Event completion
  - Membership signup or renewal

**This has very high response rates because it's frictionless.**

## 5. Email Campaigns to Members

### Segment your members:

- Singles, couples, families
- Gym users vs event clients

### Send:

- Monthly feedback surveys
- “How was your experience this month?” emails
- Incentivized review requests (e.g., discount on next visit)

## 6. On-Site Review Stations

**Make it easy while they're still on the premises:**

- **Tablets at reception or exit**
- **QR codes in:**
  - Changing rooms
  - Gym areas
  - Restaurant tables

**Keep it fast (1–2 minute form).**

## 7. Event-Based Testimonial Collection

### For weddings and corporate events:

- **Ask for:**
  - Written testimonials
  - Video testimonials (very powerful for marketing)

### Best timing:

- Right after a successful event when satisfaction is highest

## **8. Membership App or Portal (If available)**

### **If you have a digital system:**

- **Prompt reviews after:**

- Facility bookings
- Class attendance
- Service usage

**Even a simple in-app pop-up works.**

## 9. Influencers & Community Figures

**Invite local influencers or corporate clients:**

- **Offer:**
  - Trial memberships
  - Hosted dining or event experiences

**They naturally generate reviews and exposure.**

## 10. Incentivized Reviews (Use carefully)

**You can encourage participation, but don't bias reviews:**

- Entry into a raffle
- Small perks (coffee, guest pass, discount)

Avoid “only positive reviews” messaging—this can backfire.

## 11. Third-Party Platforms (Hospitality-focused)

### Depending on your audience:

- **Tripadvisor** (for restaurant & events)
- **Zomato** (only active for restaurants with food delivery services)

## 12. Staff-Driven Feedback Culture

### Your staff are key:

- **Train them to:**
  - Recognize satisfied customers
  - Ask for reviews naturally
- **Example: “We’d love your feedback if you enjoyed your visit.”**

## 13. Internal NPS & Private Feedback

Not all reviews should be public:

- **Use surveys to gather honest insights**
- **Fix issues before pushing for public reviews**



**THANK YOU!**