

# Online Reviews

## *What Mattress Companies Need to Know*



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# GoodBed is building the world's largest and most trusted marketplace for mattress shopping.

## What is GoodBed?



- Over **10,000,000** customers have used GoodBed to find the right bed
- Over **230,000** user-submitted ratings and reviews
- Over **1,000** participating mattress companies

# Online Reviews Landscape

## – Mattress Industry –

goodbed<sup>™</sup>.com

CR ConsumerReports

**Sleep**  
LIKE THE DEAD

 **The Mattress Underground**  
Educated Consumers • Knowledgeable Reviews • Quality Manufacturers

**Guides /  
Forums**



THE SLEEP SHERPA

**Editorial  
Product  
Reviews**

amazon

*Mfr + Rtlr  
Websites*

**Consumer  
Product  
Reviews**

yelp.

Google

**Consumer  
Store  
Reviews**

feefo

PODIUM

**Review  
Generation  
Tools**

# **Top 10 Mistakes**

## **Made by Retailers and Manufacturers**



## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

- 1) Prioritizing other marketing over online reviews / reputation**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**2) Retailers: Not getting your customers' email addresses**

**2.1) Manufacturers: Not working with your retailers to get your customers' email addresses**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**3) Not proactively asking for feedback**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

- 4) Manufacturers: Not encouraging the dealers who carry your products to generate reviews of your products**
- 4.1) Retailers: Not generating reviews of the products you carry**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

### 5) Not responding to reviews

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**6) Not learning from the feedback you receive**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**7) Not bending over backward to resolve issues that arise in reviews**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**8) Focusing only on reviews on your own website**



## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

- 9) **Not training salespeople to always know what reviews of your products and stores say**

## Online Reviews

– Top 10 Mistakes Made by Mattress Retailers and Manufacturers –

**10) Retailers: Not encouraging the brands you carry to better manage their online reputations**

**10.1) Manufacturers: Not encouraging your dealers to better manage their online reputations**

