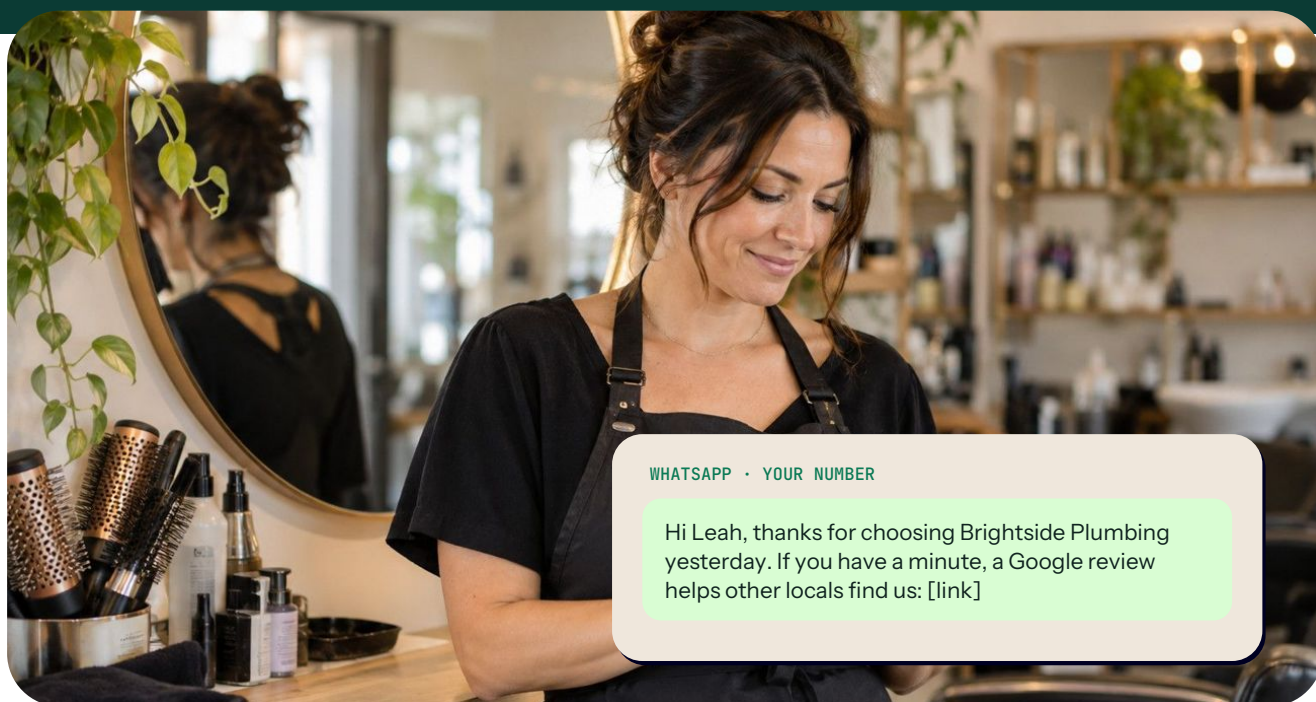


Ask for the review while the experience is fresh.

The best time to ask for a review is right after a good experience. A WhatsApp message with a direct link makes it easy for happy customers to say so.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

At a glance

TEAM

Marketing

STARTS FROM

Google Sheets, Shopify, Zapier

TRIGGER

An order is fulfilled in Shopify, or a completed job or visit is added to your sheet.

GOAL

More reviews, and early warning when something went wrong.

STOPS WHEN

Review left, reply received, opt-out, or two messages sent.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02

In practice

Happy customers rarely leave reviews unprompted. The best time to ask is shortly after a good experience, with a direct link that takes seconds to use. Sending the request to everyone, and personally handling anyone who replies with a problem, is both fair and good for your reputation.

03

The moment

THE MOMENT

A customer's new sofa was delivered yesterday and they love it.

WHY IT SLIPS TODAY

Most happy customers never think to leave a review, and review emails get ignored.

WHAT CHANGES

More reviews, and early warning when something went wrong.

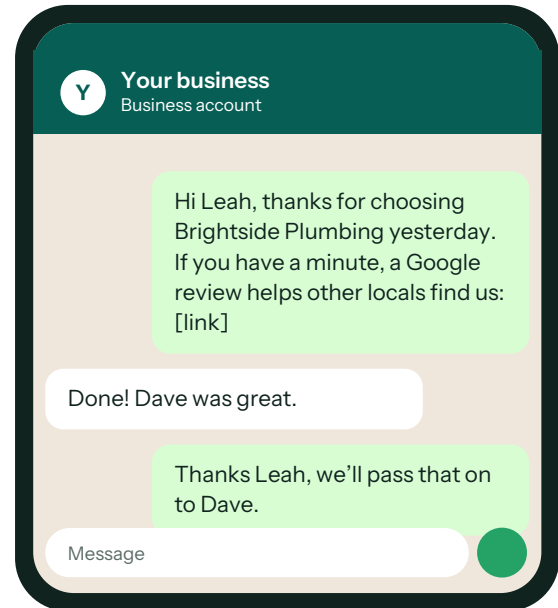
04

How the journey works

The steps on the left, and what your customer sees on the right.

Trigger: An order is fulfilled in Shopify, or a completed job or visit is added to your sheet.

- 1 **Wait**
Long enough to experience the product or service, usually 2–7 days.
- 2 **Send**
A thank-you with a direct link to leave a review.
- 3 **Route replies**
If a customer replies with a problem, notify your team straight away.
- 4 **Stop**
One reminder at most.



A fictional example. Write templates in your own voice and get them approved by Meta.

Stops when

Review left, reply received, opt-out, or two messages sent.

05

Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- First name
- WhatsApp number
- Order or visit date
- Product or service
- Review link

06 Set it up in ConvoHut

- [] Add your review link to the template.
- [] Connect the sheet or store that records completed jobs or orders.
- [] Set the wait after completion.
- [] Choose who gets notified about replies.
- [] Test with your own number.

07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

1. 2 days after the job, visit or delivery

MARKETING · review_ask_v1

Hi `{{first_name}}`, thanks for choosing `{{business}}`. If you have a minute, a quick review helps other locals find us: `{{review_link}}`

Buttons: Leave a review | I had an issue

2. 4 days later, if no reply

MARKETING · review_nudge_v1

Thanks again, `{{first_name}}`. If you have 30 seconds, we'd love your review: `{{review_link}}`

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	service	completed_on	review_link
Leah	+614... ..	Blocked drain	15 Sep 2026	g.page/r/xyz
Dan	+614... ..	Hot water service	16 Sep 2026	g.page/r/xyz
Priya	+614... ..	Leak repair	16 Sep 2026	g.page/r/xyz

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	A completed-jobs sheet, or Order Shipped in Shopify.
WAIT	2 days	
SEND MESSAGE	review_ask_v1	
WAIT FOR REPLY	Timeout: 4 days	
NOTIFY ME	On reply	Anyone who reports an issue gets a personal call.
SEND MESSAGE	review_nudge_v1	Timeout path only.
END FLOW		

10 Branches

ON REPLY

A manager is notified. Complaints are handled personally, and happy replies get a thank-you.

ON TIMEOUT

One reminder, then the journey ends.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11 Mistakes to avoid

- Only asking customers you think are happy.
- Asking before the product has arrived.
- Not thanking people who leave a review.

12 Measure and improve

What to measure

- Review requests sent
- Reviews received (check your review platform)
- Replies reporting a problem
- Opt-outs

Good practice

- Send everyone the same review link; don't filter out unhappy customers.
- Thank people who reply.
- Fix what the complaints tell you.

13

Variations to try

- Trades and services: ask the day after the job.
- Clinics: check your professional rules on testimonials first.
- Stores: ask after delivery, not after purchase.

14

Questions

Can I only ask happy customers for reviews?

Many review platforms, including Google, don't allow selectively asking only happy customers. Send the request to everyone and handle concerns personally.

Which review sites can I link to?

Any: Google, Facebook, your store's product reviews or an industry site. It's just a link in your template.

15

Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

16

Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo