

### Before Generating Positive Reviews

#### Who Is Sierra West

Sierra West has been one of the most trusted names in jewelry in Utah for over 25 years. They focus on providing a high quality product at a reasonable price.

#### Problem Sierra West Was Facing

Sierra West knew it was extremely important to generate as many positive reviews on Google and the main social media networks as possible. They were struggling with developing a way to encourage customers to document the experience they had when purchasing jewelry from their stores.

### Why Sierra West Chose Amplify Lite

#### Missing The Mark

Sierra West had tried working with other marketing agencies that promised a solution to their local reviews problem. After hearing about Amplify's local review process, they thought they would give them a try.

### Results After Engaging with Amplify Online

#### Successful Implementation of Positive Review Program

Amplify set up custom tools for Sierra West including a review widget on their website, an opt in page where customers can sign up to receive a review request text, and an email signature widget for all of the store representatives. This made a significant difference in the number and quality of reviews.

**Before engaging with Amplify, there were 649 5-star reviews across 3 locations. After working with Amplify, there are 985 5-star reviews.**

