Send Review Requests and Respond to Reviews

Mavilyn Carlos - 2026-10-16 - Reputation & Reviews

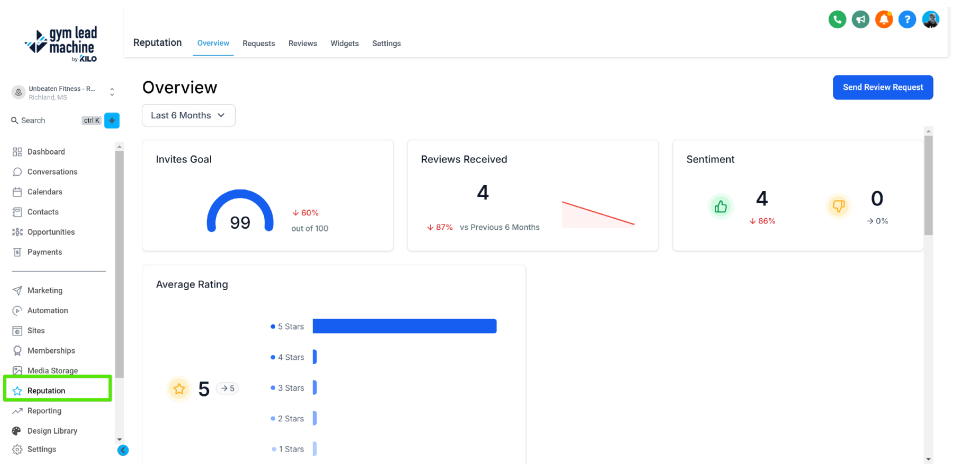
Reputation Management in Gym Lead Machine is where you request reviews from athletes, reply to the reviews your gym receives on platforms like Google and Facebook, and set up Review AI to reply for you automatically.

What you can do with Reputation Management

- See review requests sent and reviews received in one place
- Send a review request to a contact by SMS or email
- Send review requests automatically through a workflow
- Add a review widget to your landing pages
- Generate a QR code to post in your gym
- Choose which review sites your requests point to
- Customize the SMS and email templates for your requests
- Reply to reviews on Google, Facebook, and other platforms
- Set up Review AI to reply to reviews automatically

Getting to Reputation Management

Go to **Reputation** in your Gym Lead Machine account. The **Overview** shows how many review requests you've sent and the reviews you've received from platforms like Google and Facebook.



How do I send a review request?

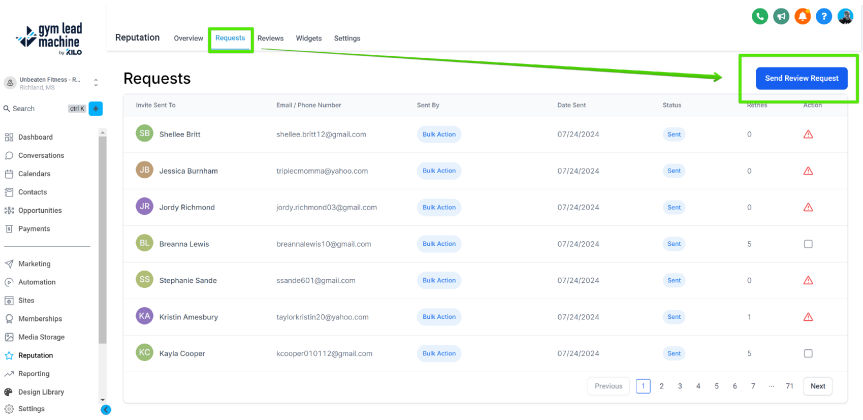
You can send a review request to one contact at a time, or add review requests to a workflow so they go out automatically.

Send a request to one contact

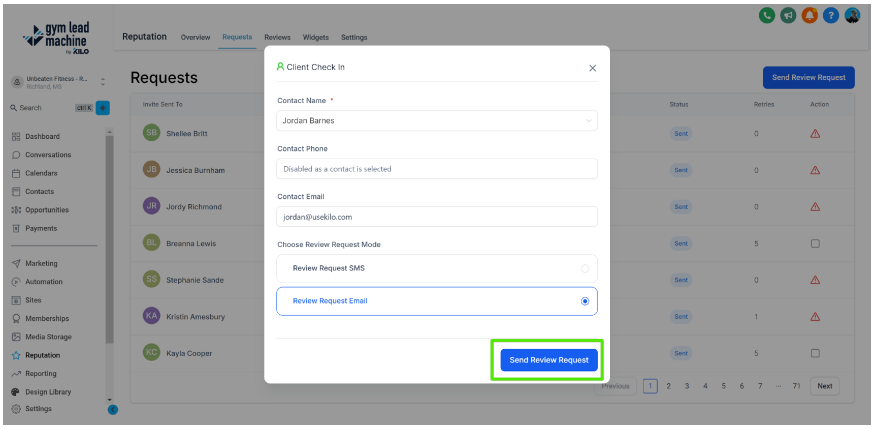
1. Go to **Reputation** and open the **Requests** tab.

2. Click **Send Review Request**.

3. Choose the contact you want to send the request to.



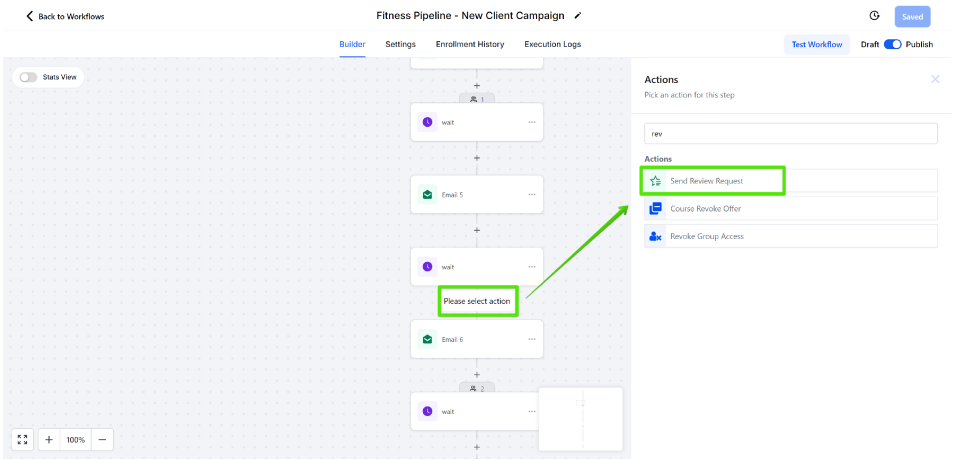
4. Choose **SMS** or **Email**.



5. Send the request.

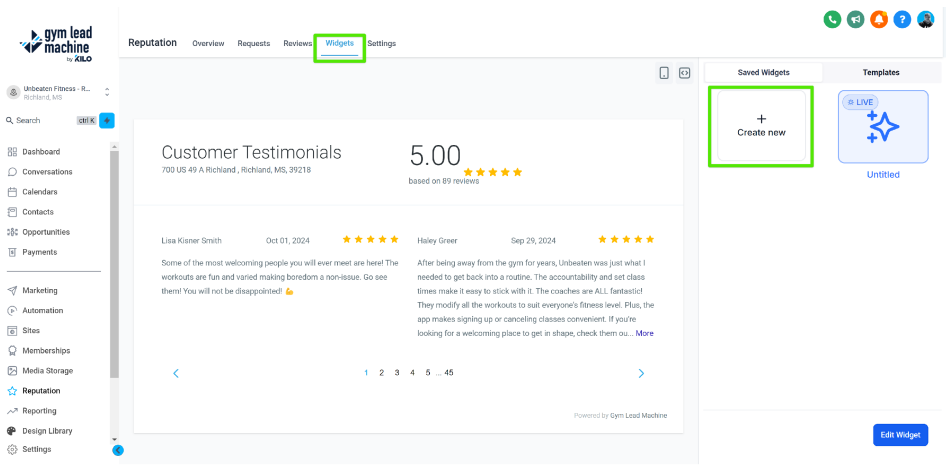
Send requests automatically with a workflow

Add a review request to a workflow to send it at a specific point in an athlete's journey with your gym, for example six weeks into their membership.



Make leaving a review easier with widgets and QR codes

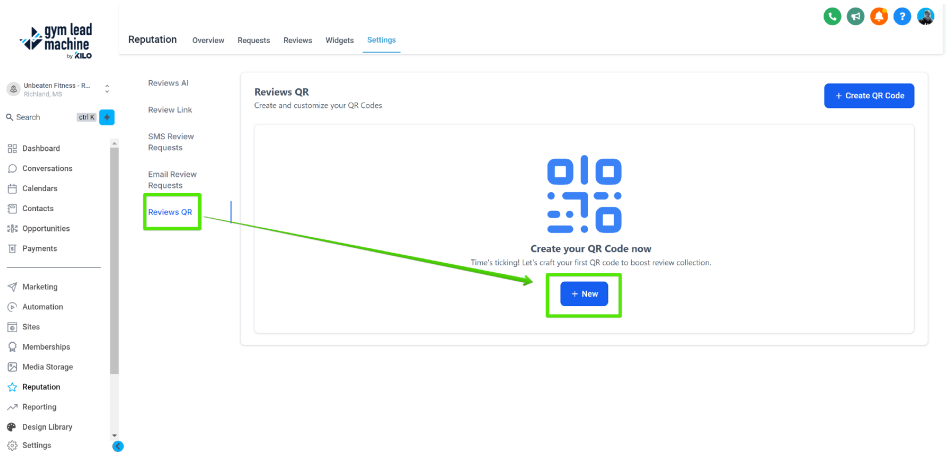
Create a **review widget** and place it on your Gym Lead Machine landing pages so athletes can leave a review from there.



Note

For your website, Kilo Support can add a Google review widget at any time. Email **hello@usekilo.com** to request one. You don't need to build a widget yourself or send one to Kilo.

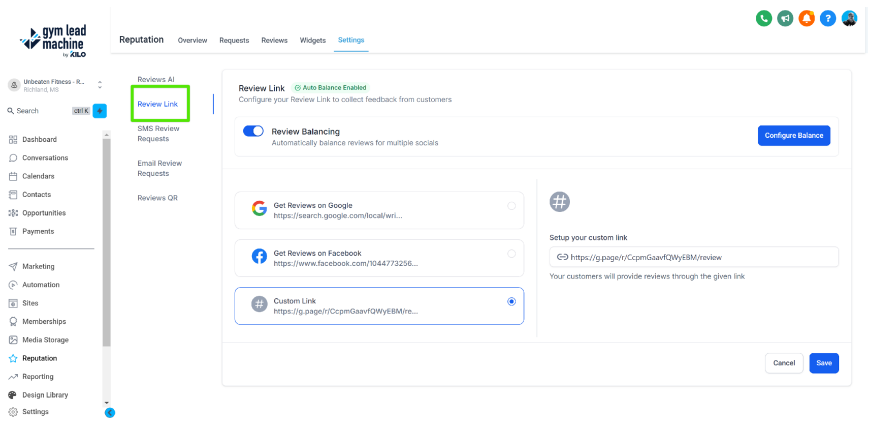
Generate a **QR code** and post it in your gym for quick access to your review page.



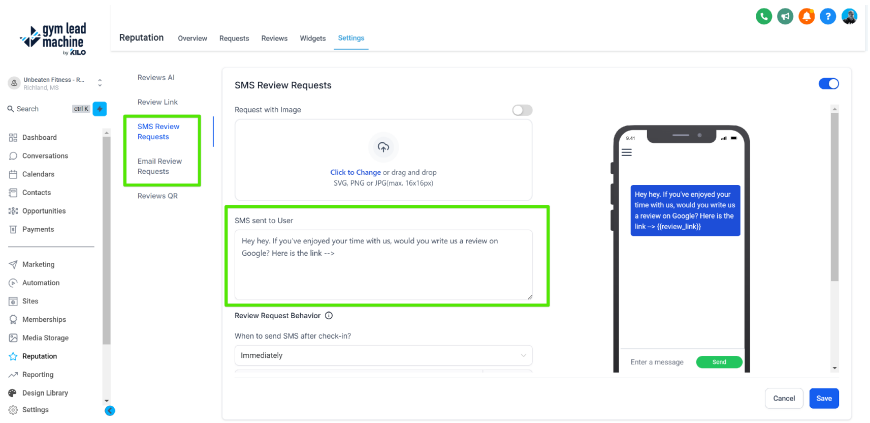
Customize where requests point and what they say

Go to **Reputation → Settings** to adjust your review requests. From there, you can:

- Edit the **review links** that control where requests send people, such as Google or Facebook



- Customize the **SMS** and **email templates** used for your review requests

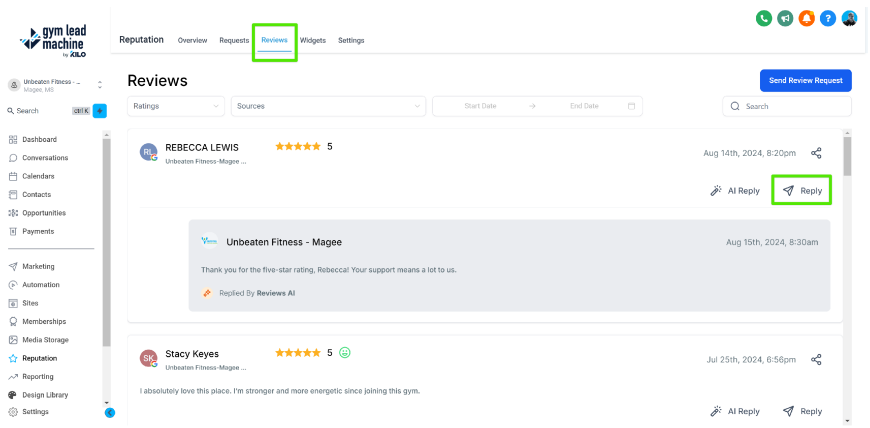


How do I respond to a review?

Replying to reviews shows the people reading them that your gym pays attention to feedback.

1. Go to **Reputation** and open the **Reviews** tab to see every review left for your gym.

2. Type your reply directly in the reply box under the review. Your reply posts to the platform where the review was left, such as Google or Facebook.



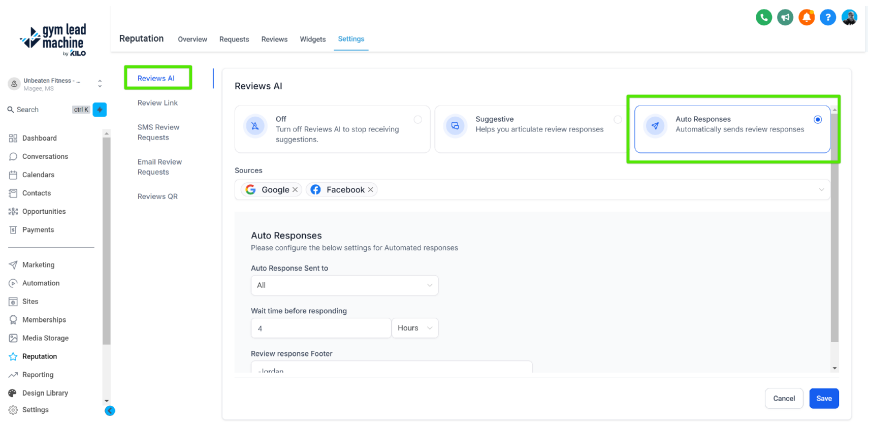
Respond to reviews automatically with Review AI

Review AI replies to reviews for you based on the settings you choose.

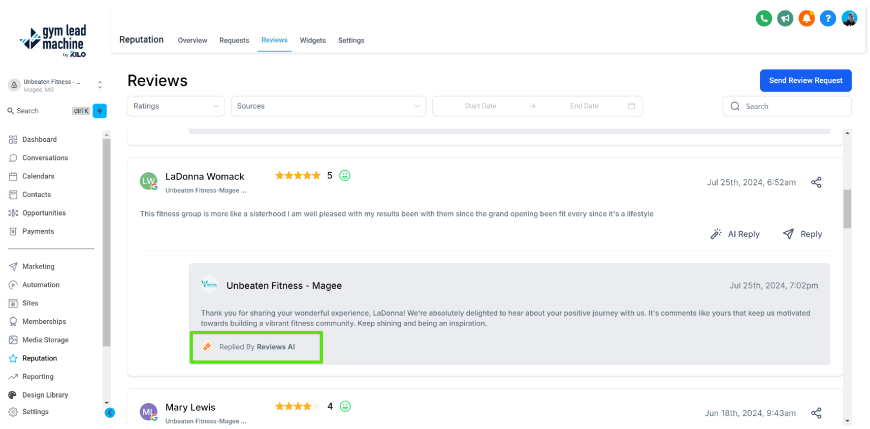
Note

Review AI is a premium feature and may not appear in every Gym Lead Machine account.

1. Go to **Reputation → Settings** and select **Review AI**.
2. Choose the platforms, such as Google or Facebook, where you want Review AI to reply.
3. Choose which reviews Review AI replies to by star rating, for example 5-star or 3-star reviews.



4. Set a time delay for how long Review AI waits after a review is posted before replying.



Review AI then replies automatically to matching reviews after the delay you set.

If you have questions about review requests and reviews in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
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