

MONOPOLIZE YOUR MARKETPLACE

THE BEST MARKETING, ADVERTISING, & INNOVATION IDEAS YOU'LL GET ANYWHERE. PERIOD.



Online Review Management As a Marketing Channel

**What Business Owners Can Do to Get
More Reviews and Why They Should**

Your Prospective Clients Are Researching You



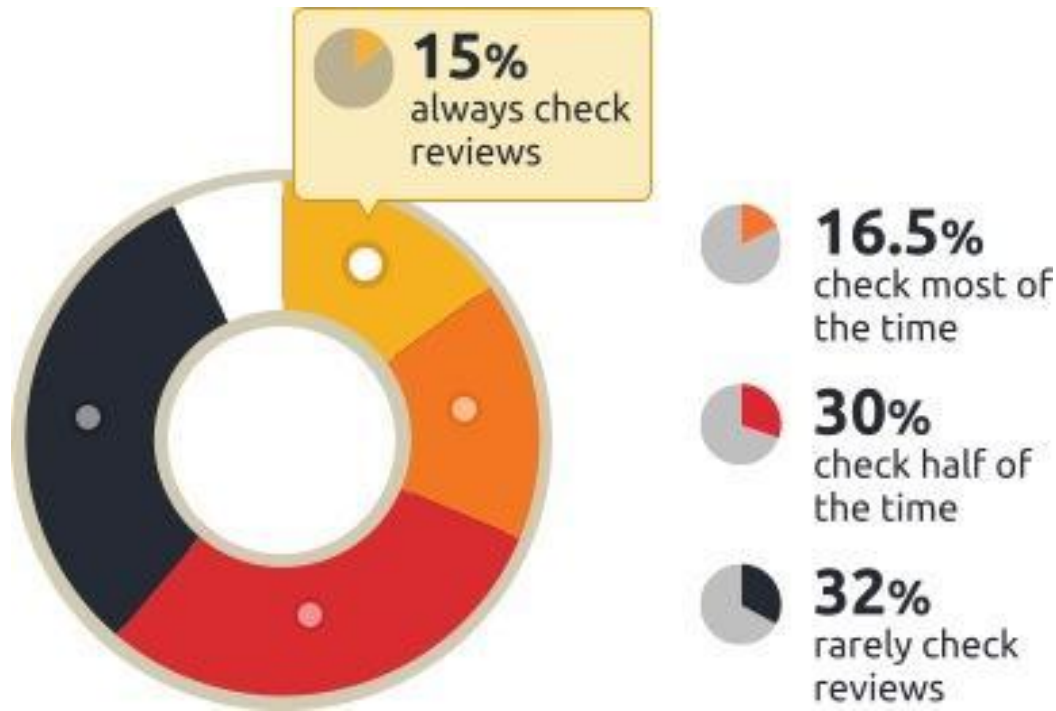
81%
**OF SHOPPERS RESEARCH
ONLINE BEFORE BUYING**

- VIA SEARCH ENGINES
- COMPARING PRODUCT PRICES
- **READING REVIEWS**
- BY VISITING MULTIPLE ONLINE SITES
- READING PRODUCT INFORMATION

WHY YOU NEED REPUTATION MANAGEMENT.

Almost Everyone Reads Reviews

Before buying, **93%** of U.S. consumers check online reviews.



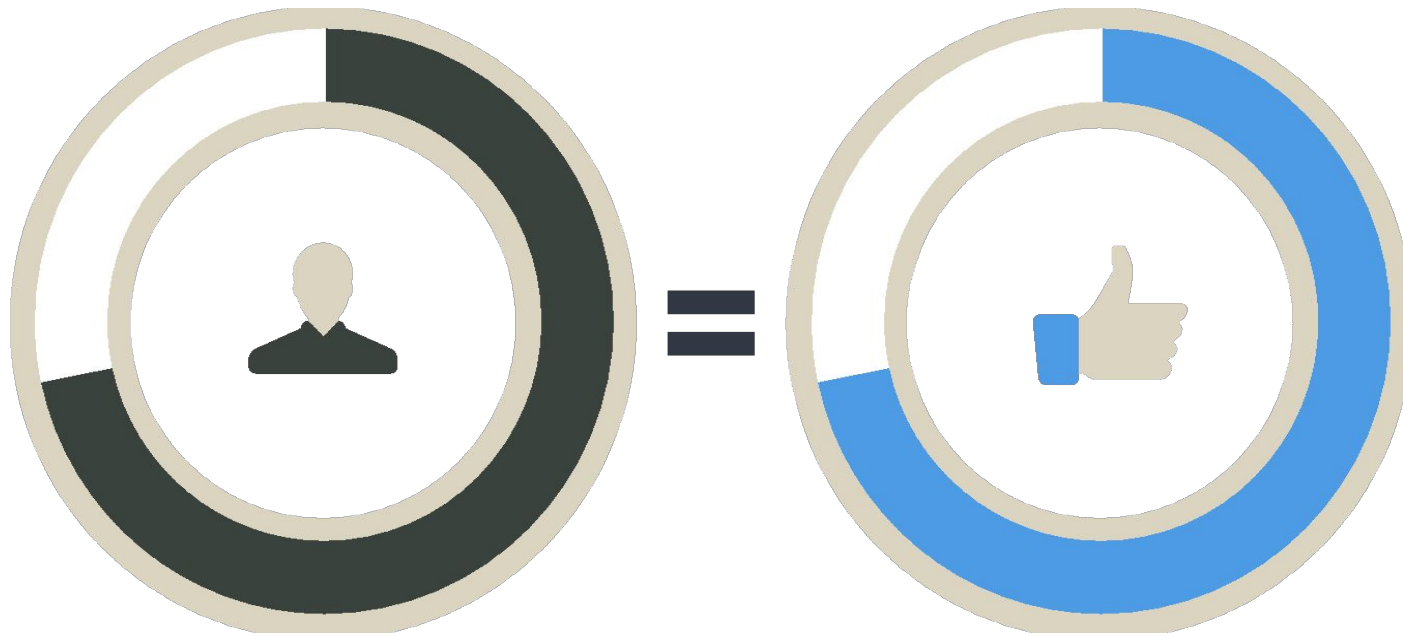
Source: "Poll: 93% of Respondents Check Reviews Before Dining or Shopping." *Street Fight*, 2012; Available from: <http://streetfightmag.com/2012/09/05/poll-93-of-respondents-check-reviews-before-dining-or-shopping/>.

It's Costing You Money

According to the 2014 Deloitte 2014 Global Survey on Reputation Risk:

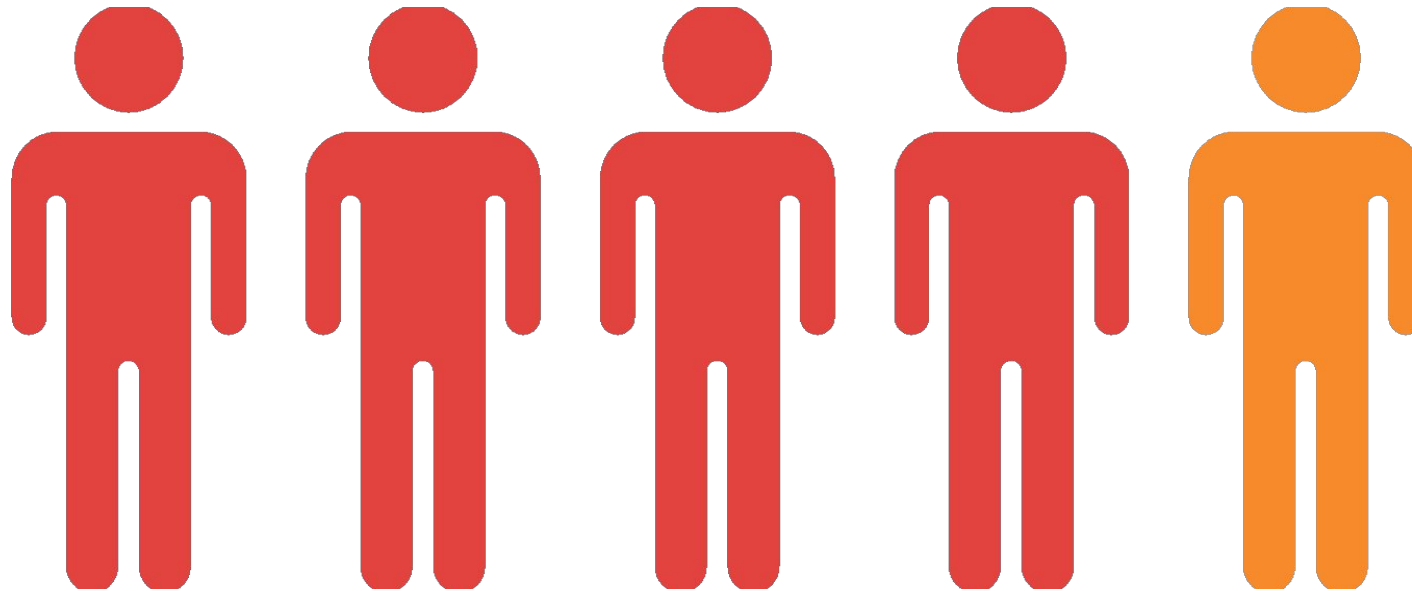
“41 percent of respondents who experienced a reputation risk event say loss of revenue was the biggest impact.”

Reviews Are Trusted



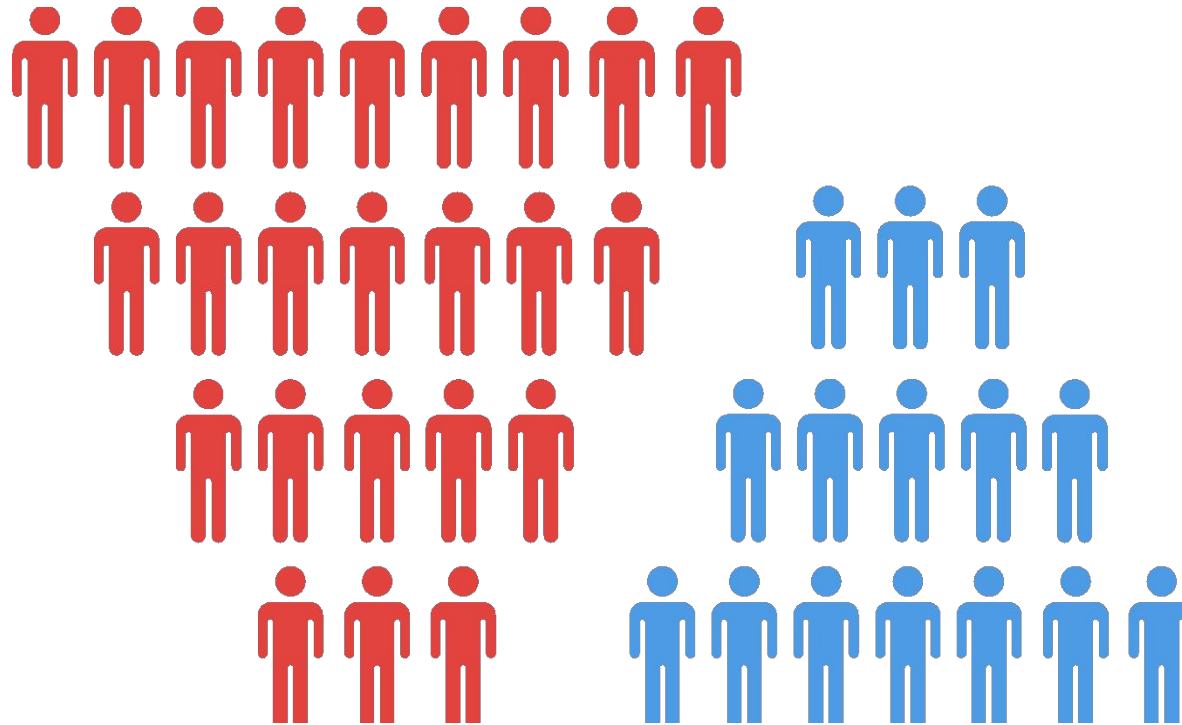
72% of consumers trust online reviews as much as recommendations from friends and family

Reviews Are Extraordinarily Influential



4 out of **5** consumers have *reversed* a purchase decision based on negative online reviews.

4. Good Reviews Are Under-Represented



Unhappy customers tell an average of **24** people about their experience; happy ones only tell **15** people.

Source: American Express® Global Customer Service Barometer. 2012; Available from: <http://about.americanexpress.com/news/pr/2012/gcsb.aspx>.

Good Reviews Are Waiting to Happen



90% of typical U.S. consumers read online reviews;
Only 6% write them

Top 5 Reasons Your Customers Aren't Writing Reviews About You

#1 "You Didn't Ask"

#2 "Writing reviews is A Pain"

#3 "I Forgot"

#4 "I Don't have Time"

#5 "I Don't Know Where"



*Leave a review
and help us grow!*

Incredibly, **over 92%** of small businesses do not have a formal reputation management system in place.

How to Convert More Happy Customers Into Reviewers

- You MUST Ask Them
- You MUST Remind them
- You MUST Make the process easy
- You MUST Do It The “RIGHT” Way



WARNING:

Online Review Management Is Complicated

Every review site out there has its own terms and conditions. Do the wrong thing and you could see this:

Sort by: **Yelp Sort** ▾ | Date | Rating | Elites' | Facebook Friends'

91 reviews in English

 **Elite '12**
13
112

10/1/2012

Bert and his family and employees are fantastic. My wife needed a couple of rings re-sized and a bracelet I had gotten her years ago fixed. Bert was very responsive via e-mail and even

Consumer Alert



We caught someone red-handed trying to buy reviews for this business. We weren't fooled, but wanted you to know because buying reviews not only hurts consumers, but also honest businesses who play by the rules. Check out the evidence [here](#).

Show me the reviews

 140
113

Brandon C.
Fountain Valley, CA

For my graduation present, my dad surprised me with a trip to Bert Levi! It is a tradition in my family to get sterling silver rings after "becoming an adult" so I have been anticipating this day for the last 21 years! Even though I still behave like I'm 5, MY MANHOOD WAS IMMINENTLY NEAR :D

SOLUTION:

A Proven Online Reputation Management System



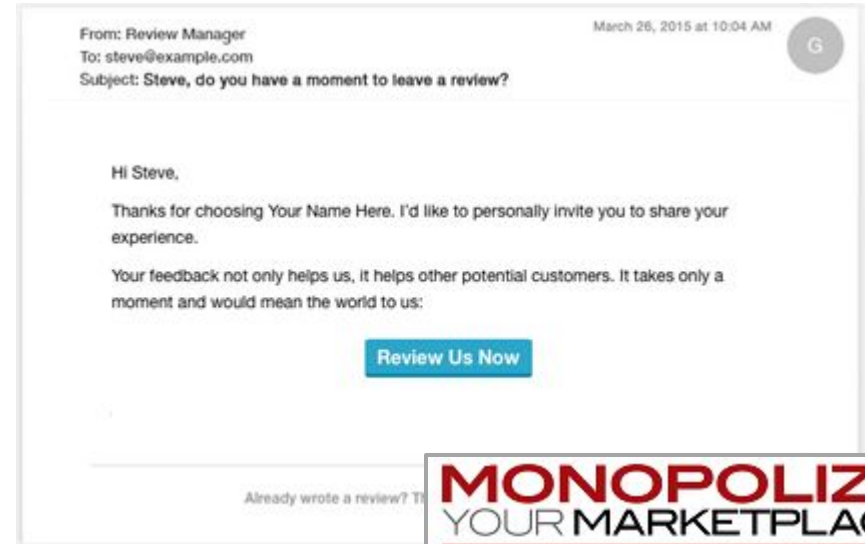
How It Works:

We Do All The Hard Work So You
Don't Have To



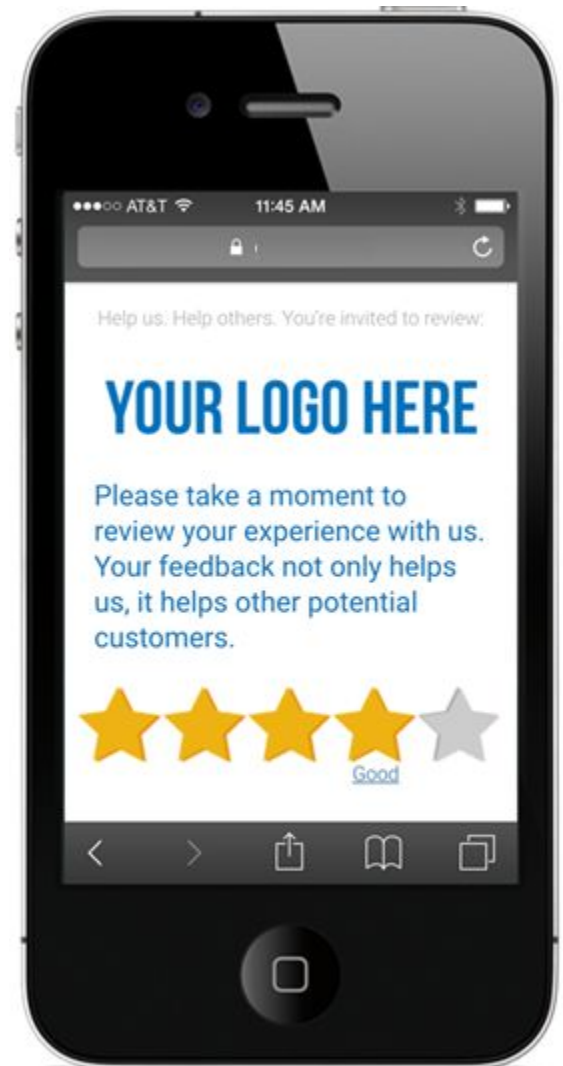
We Use multiple channels & platforms to drive customers into your system:

- Email drip campaigns
- SMS messages
- Printed “invites” and takeaways
- Signage
- Social Media
- & More



No Matter What Platform Your Customers Use... You MUST:

- Provide a clear, distraction-free landing page
- Identify unhappy customers for a service recovery before they hurt your reputation
- Set the customers' expectations and guide them
- Make it Simple & Easy



Help us. Help others. You're invited to review:

Your Name and Logo Here

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.

Before you post a neutral or negative review, please give us a chance to make amends.

[CONTACT US](#)

The Google+ logo, featuring the word "Google" in its multi-colored font followed by a blue plus sign.The Yahoo! Local logo, with "YAHOO!" in purple and "LOCAL" in black below it.

Login with 

The Yelp logo, featuring the word "yelp." in black with a red starburst icon to the right.The Foursquare logo, with the word "foursquare" in a blue, rounded, lowercase font.

Login with 

The Urban Spoon logo, featuring the word "urbanspoon" in a dark blue, lowercase font.

Login with 



If you don't already have a Yelp account, it's easy—you can sign up and post a review in one step.

On our listing, just:

- Click "Write a Review"
- Rate your experience with us, leaving as much descriptive feedback as possible to help us as well as other potential customers
- Click "Sign up and Post" to complete the process

A yellow button with a red star icon and the text "Write a Review".

Write a Review

A red button with the text "Sign Up and Post".

Sign Up and Post

Thank you for your feedback!

VIEW US ON YELP

Help us. Help others. You're invited to review:

Your Name and Logo Here



I had a good experience.



I had a bad experience.

Thanks for visiting!

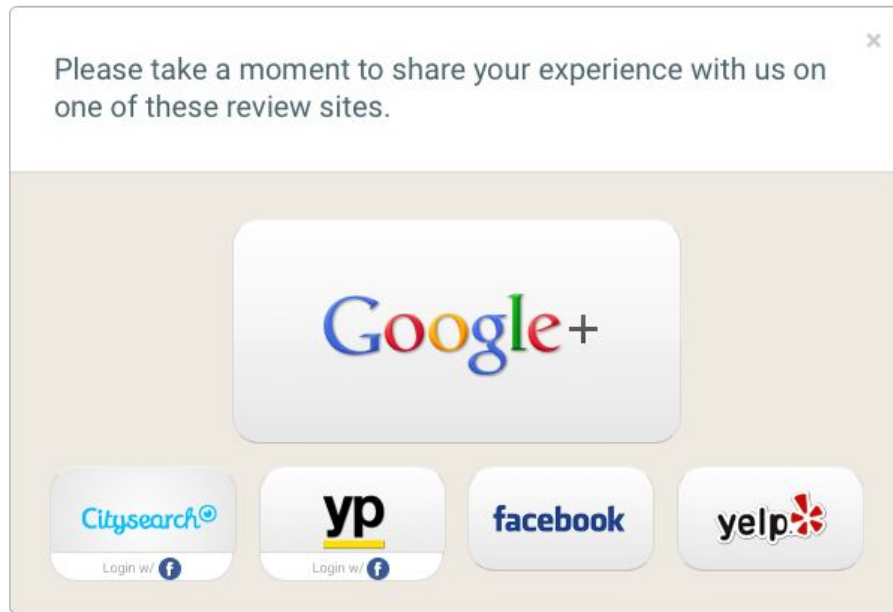
Download a coupon for 20% of your next purchase. Just click,
print and save! (No review necessary.)



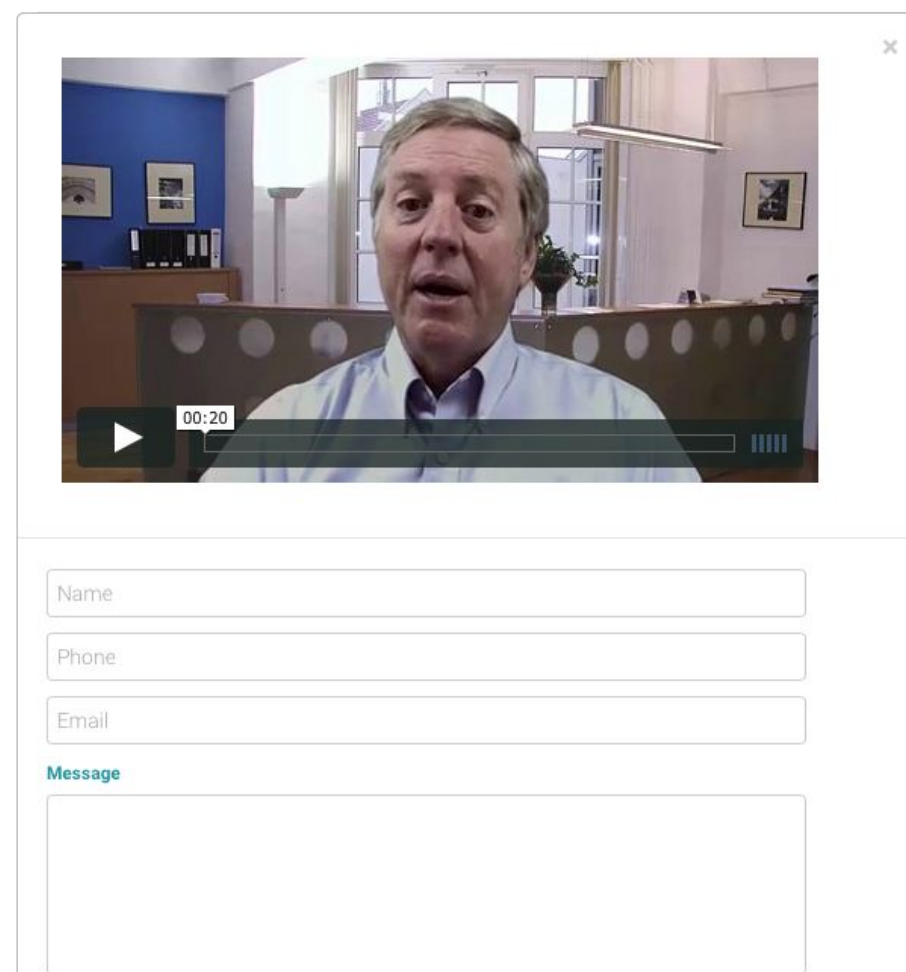
SAMPLE_OFFER.PDF

Identify unhappy customers before they write a review

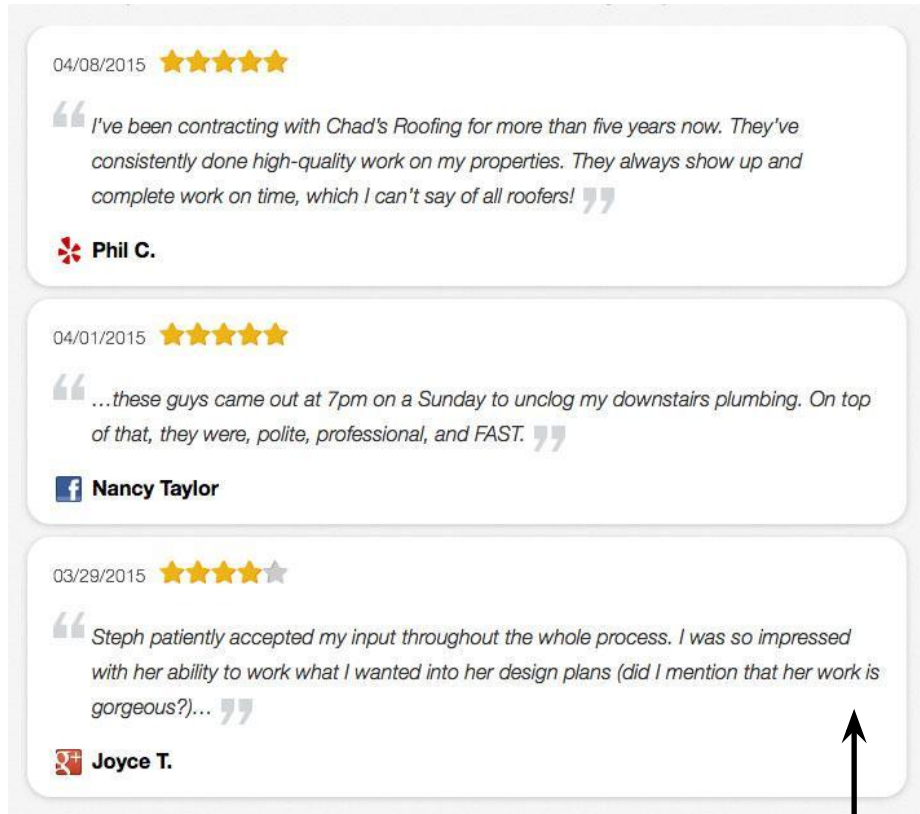
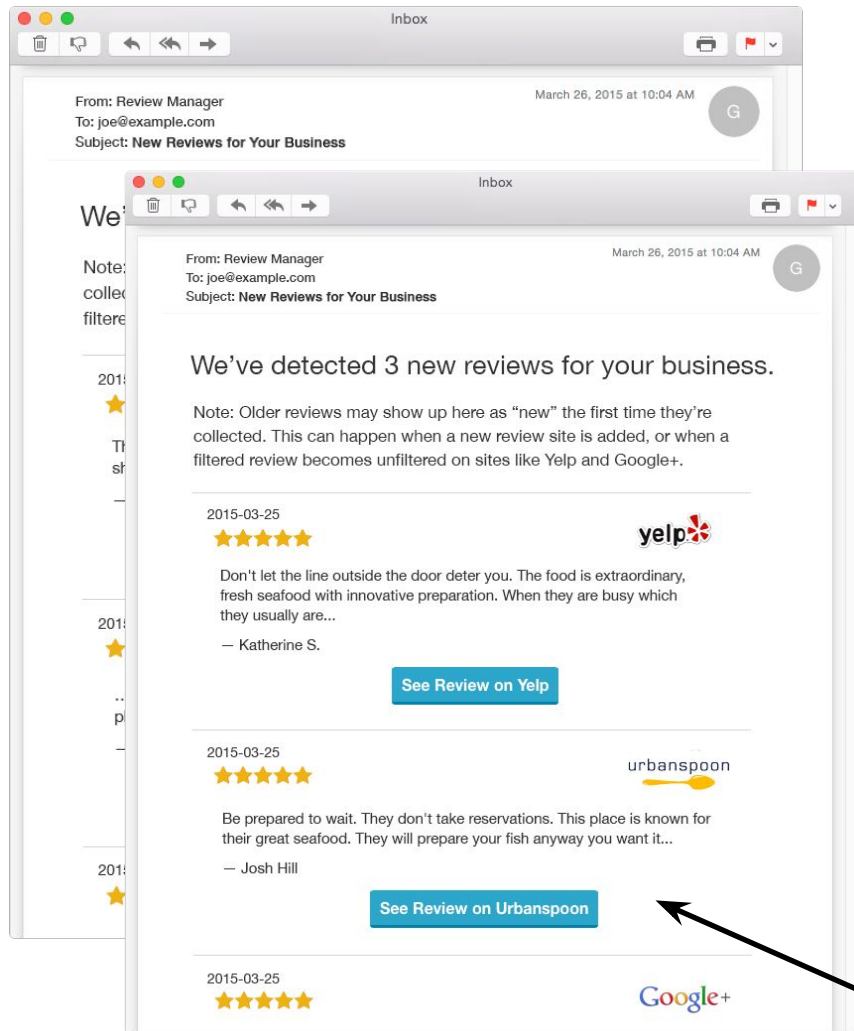
Happy customer? Great....



Unhappy customer? Let's talk....



Monitor and respond to reviews; amplify your latest and greatest!



Review "stream" on website

Review alerts by email

Use Syndication To Automatically Feed Your Reviews To Other Sites.



Track, Monitor & Capture All Data

★★★★★
Sed ut perspiciatis unde omnis
iste natus error sit voluptatem
accusantium.
f Ryan

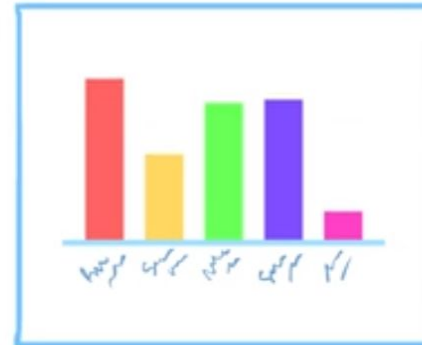
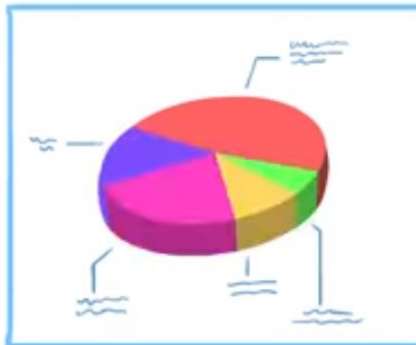
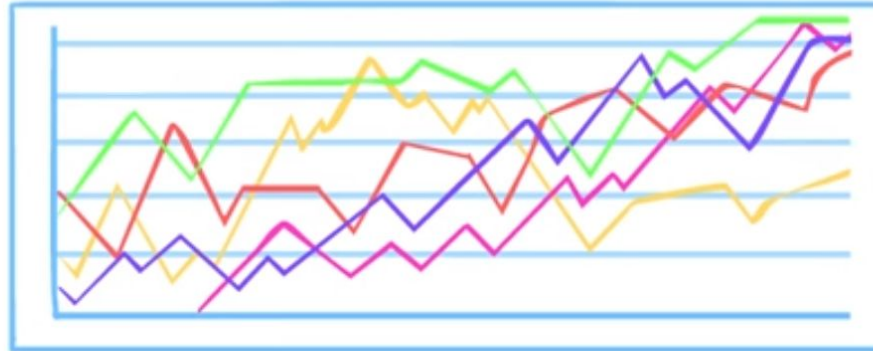
★★★★★
Lorem ipsum dolor sit amet,
consectetur adipiscing elit sed
do eiusmod tempor.
Kate

★★★★★
Eumque sit amet aut
capitulum non possunt, ut
eiusdem culpa qui
sunt in Lorem.
Will

★★★★★
Ut enim ad minima veniam,
quis nostrum exercitationem ullam
corporis suscipit
laboriosam, nisi.
Jessie

★★★★★
At vero eos et accusamus et iusto
odio dignissimos ducimus qui
blanditiis praesentium voluptatum
delauda aliquam.
Kelsey

★★★★★
Nunc ut ipsum quisquam est, qui
dolorem ipsum qui dolor sit amet,
consectetur; aliquam
velit, sed quis non
praesentium etiam unde.
Ron



DON'T WAIT:



According to the Harvard School of Business:
Increasing your review by just one star rating on **Yelp**
increases your revenue by 5 to 9 Percent.



90% of Customers Say Buying Decision Are
Influenced By Online Reviews.



Online Customer Reviews (in the eyes of
consumers) are **highly credible and
influential.**