



REPUTATION MANAGEMENT



OVERVIEW

In today's digital age, your online reputation is everything. What customers say about your business can make or break your success. Are negative reviews, damaging comments, or false information tarnishing your brand image? It's time to take control! Our proven strategies optimize your online presence in the most visible places online so you can focus on more important things.

We make sure that your business puts its best foot forward in the top places customers find your business online. Our reputation management services will enhance your online standing, build trust, and boost customer confidence. As an added bonus, the tactics we employ will also help with your ranking in the Google Map search results, which is the most important place to perform well when potential customers are searching for local businesses.

We focus on tangible results—more positive reviews, improved online sentiment, and increased customer trust.

PILLARS OF REPUTATION MANAGEMENT

Google Business Profile

The number one place potential customers see when searching for local businesses is the Google Map search results. To rank high in the search results and appear credible and trustworthy to potential customers, you must have a good GBP.

The foundation of our strategy is to optimize and regularly post to your GBP to increase your authority and boost your ranking in the search results.

Reputation Monitoring

It is critical that you receive regular, actionable reports that help improve your online presence. Our reputation monitoring

- lets you hear what your customers are saying on review sites, blogs, and social networks.
- improves search engine rank by unifying online listings.
- lets you see how you stack up against the competition.

Reviews Management

Businesses must build their reputation through a steady flow of positive online reviews. It's also critical to respond to reviews, both positive and negative, to build trust and credibility with potential customers.

Our reviews management solution allows you to manage your reviews across the internet in one place and to highlight positive reviews on your website.

FLEXIBLE OPTIONS TO SUIT YOUR NEEDS AND YOUR BUDGET

All of our packages come with creating and optimizing your Google Business Profile and weekly posts to your GBP. We offer two options for our Reputation Monitoring and Reviews Management solutions - a "done with you" approach and a "done for you" approach. This allows you to find the right balance between the level of time, effort, and money you invest in your reputation management efforts.

Done With You

We provide the tools and the guidance for you to monitor your reputation and manage your feedback. You will get your own account for our custom applications that give you the ability to manage everything from centralized dashboards. We also offer a tool that will help you craft effective responses to your online reviews.

Done For You

We do all the heavy lifting for you. We will monitor your reputation and manage your feedback for you, providing you with regular reporting on everything you need to know about the status of your online presence. We can even manage responding to your online reviews, which is a critical piece to how potential customers view your business.

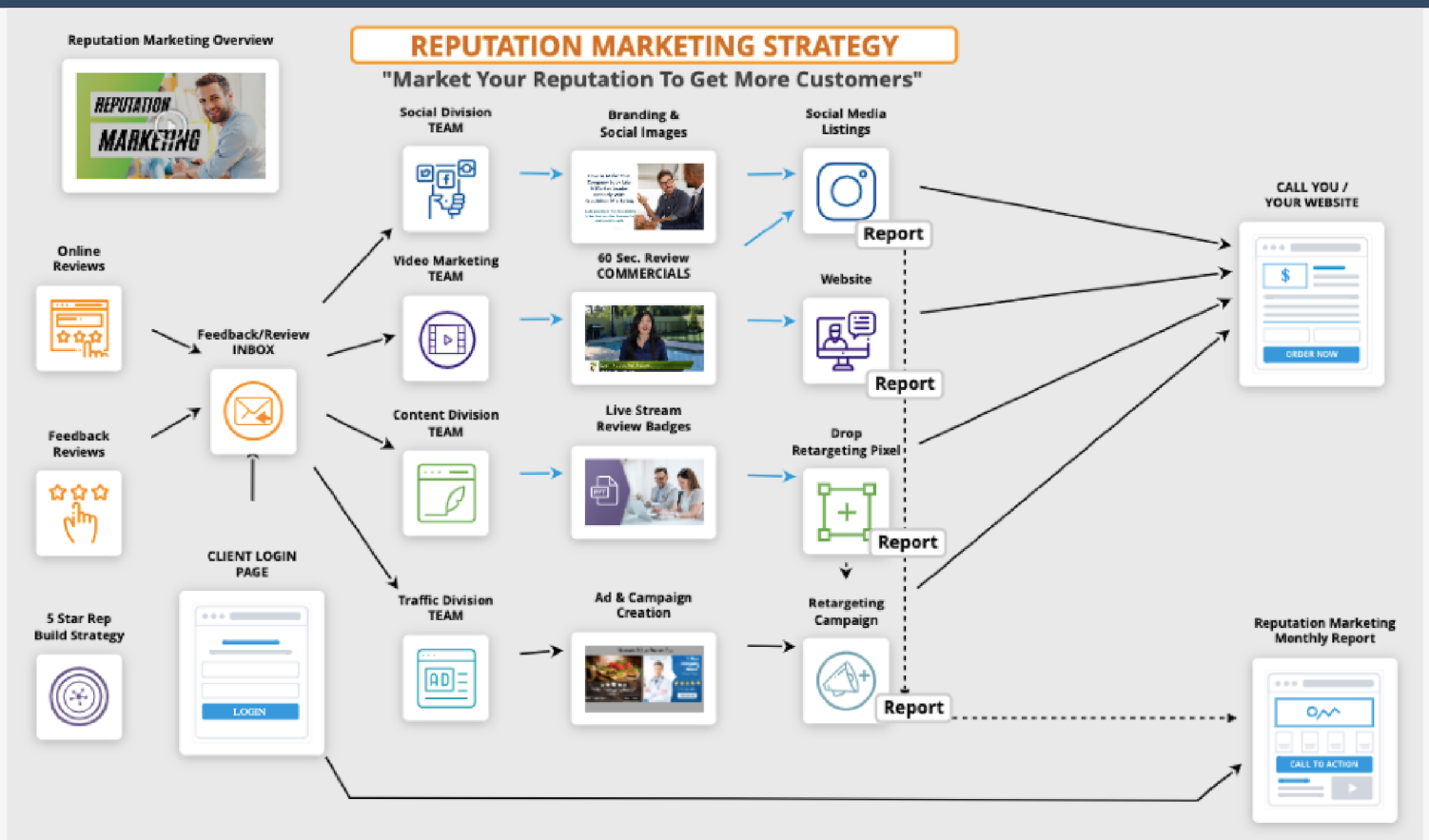
REPUTATION MARKETING

Go Beyond Monitoring and Management with Reputation Marketing

With our Reputation Marketing solution, you will have an end-to-end solution to get more reviews and turn those reviews into valuable marketing assets that you can leverage across your website, Google, and social media.

- Customized mobile app and electronic client sign-in form with built-in automations to solicit feedback, funnel negative customer feedback back to your staff, and turn positive customer feedback into more online reviews and referrals.
- Customized review feedback forms and surveys.
- Done for you social posts to highlight your positive reviews on social media.
- Done for you 60 second “review commercial” videos with professional spokespeople optimized to show up in Google search results and posted to your online profiles across the web.
- Unique review popups on your website with calls to action to convert more website visitors into customers.
- A CRM dashboard that you can log into any time to track your campaigns and content creation.
- Detailed reports of your reputation monitoring and analysis.
- Training for your staff on all related tools and best practices for getting the most out of reputation marketing.

THE COMPLETE REPUTATION MARKETING PROGRAM FLOW





EXPECTATIONS

- The Google Business Profile optimization and posting is a standalone product used to manage your GBP alone. It does not include any SEO optimization for your website.
- If you also use our SEO services, the GBP optimization and postings is included with your SEO services. Otherwise, it must be purchased for the reputation management services.
- Current GBP listing must be established and verified.
- Multiple GBP listings require a rotation for optimization or an additional GBP add-on per additional location.
- Rankings shift daily. Ranking growth should be looked at in a monthly timeline, rather than weekly or daily.
- All access points (GBP, Google Analytics, Google Search Console, and website) will need to be shared by the onboarding call or you may experience delays with implementation.
- Licensing fees for our custom applications are purchased separately. The cost depends on the client's choice for a "done with you" or "done for you" approach. A done for you approach will also include recurring monthly management fees.



SETUP TIMELINE

- Day 1 – Virtual onboarding and requirements are shared
(Please note that your billing date and onboarding date are usually 2-3 days different.)
- Day 5 – Setup tasks complete and campaign tasks begin
- Day 15 – About ½ of our task work is done by this time for the month
- Day 30 – Our work is just about complete for this monthly cycle
- Day 35 – Monthly report is sent over and call to review is offered

**THANK YOU!
WE LOOK FORWARD TO
WORKING WITH YOU.**



Month-to-Month

- Custom Strategy
- Improved Brand Identity
- KPI Tracking
- Actionable Reporting and Analytics

