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Grow Your Business



Reputation Management Made Easy



Presenters



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Objectives

What you should **know** about directory listings

Why you should **care** about your online reputation

How you should **manage** your review sites

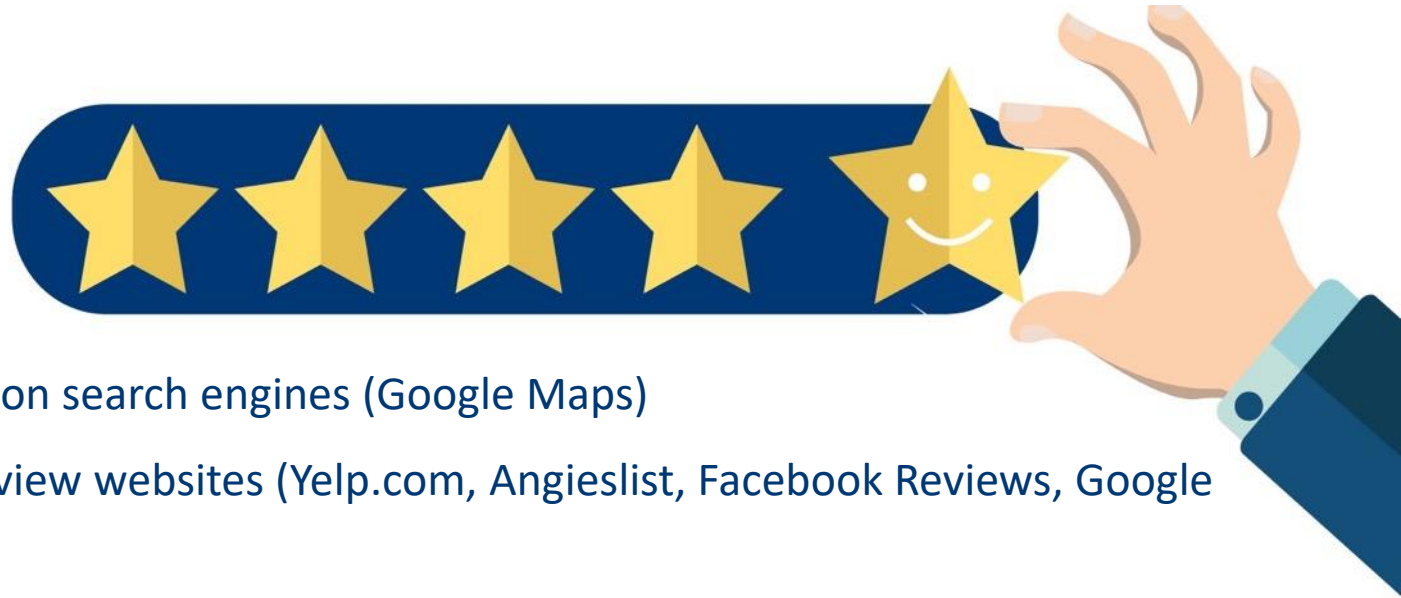
When online reputation **impacts** your business

What Are Directory Listings?

- 411 Phone Call
- White Pages
- Yellow Pages
- Consumer Reports Magazine



Consumerism in Retail



- 63% read them on search engines (Google Maps)
- 37% visit the review websites (Yelp.com, Angieslist, Facebook Reviews, Google Reviews, etc...)

- BrightLocal, *Local Consumer Review Survey 2017*

What Devices Are Consumers Using To Engage?

In 2018, on average American adults spent **3 hours and 23 minutes** on non-voice mobile media.

(eMarketer)

Google drives **96%** of mobile search traffic, followed by Yahoo at 2% and Bing at 1%.

(NetMarketShare)

Nearly **60%** of searches now from **mobile** devices

(Hitwise)



Consumerism in Retail

Do Consumers Trust Reviews?

78%

will trust an online review as much as a personal recommendation.

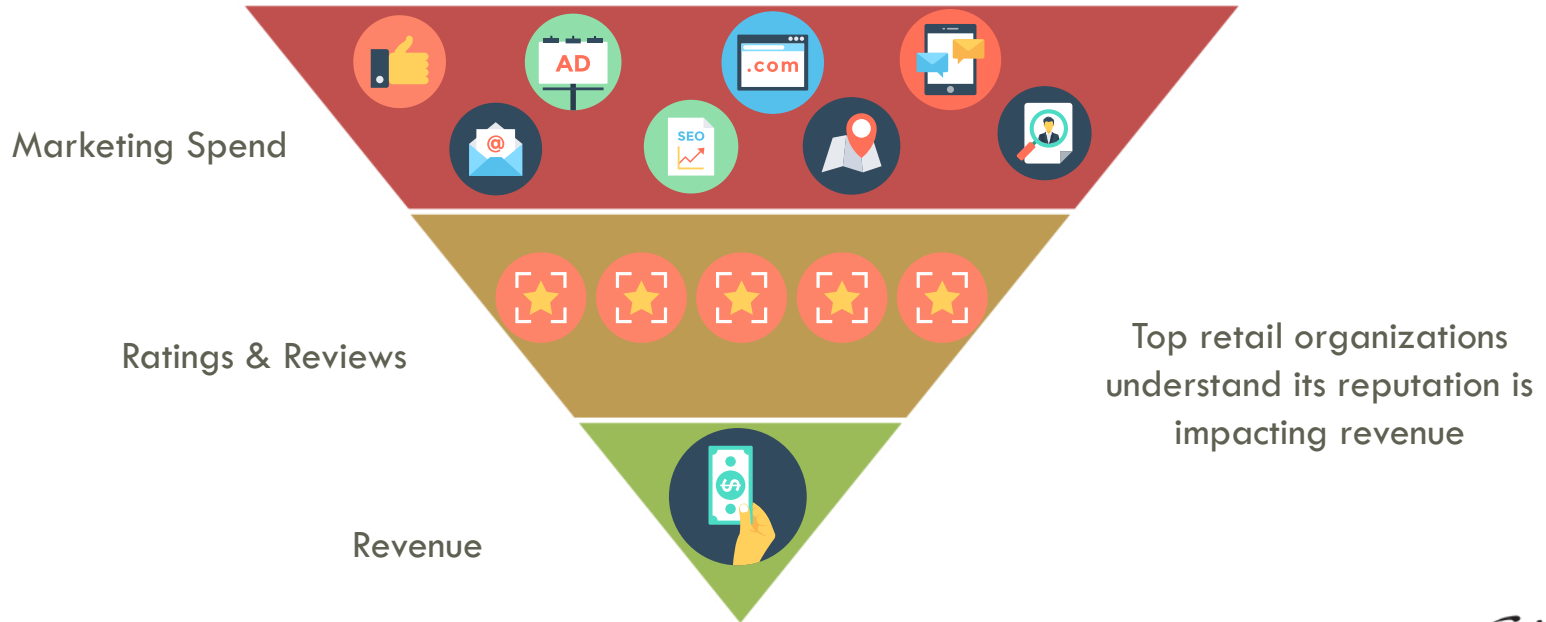
91%

Of consumers read online reviews before contacting a business.



BrightLocal 2018 Local Consumer Review Survey

Impact to Retail Organizations



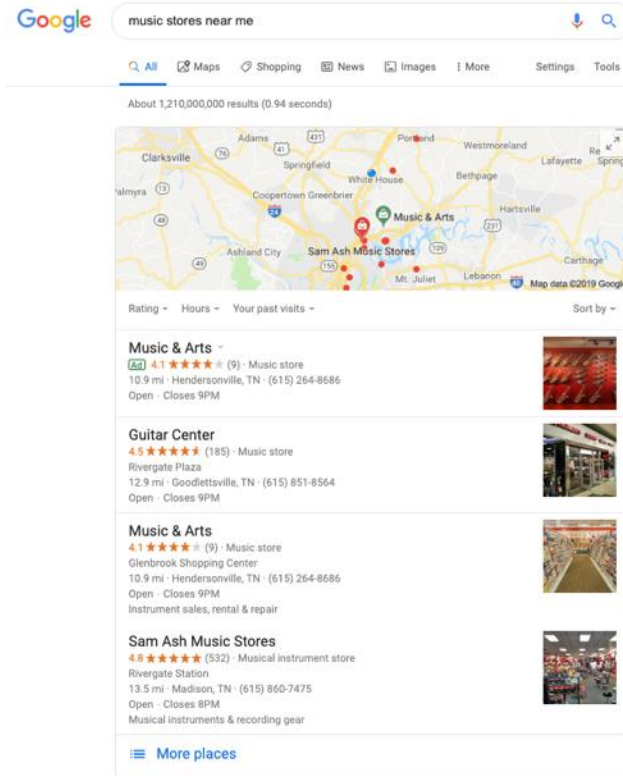


Creating a Reputation Management Strategy

Steps to Creating a Reputation Management Program

- 1. Own your online presence**
- 2. Monitor mentions and reviews**
- 3. Respond to feedback**
- 4. Generate reviews - properly**

Claim Online Profiles



Name, Address, Phone Number – Are they correct?



Google Maps result for a
Free Standing ER



Monitor Mentions and Reviews

Manual Monitoring

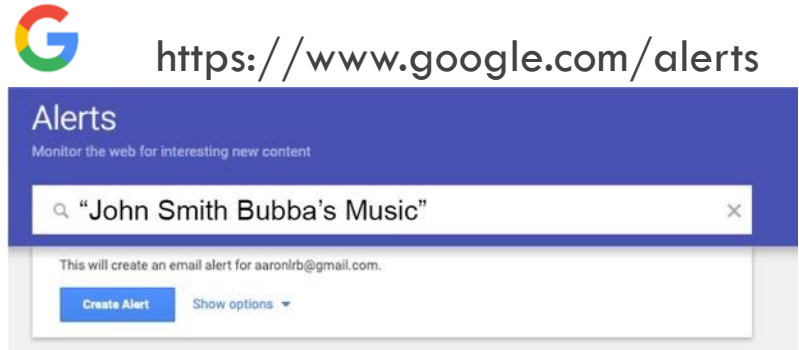
- Manual monitoring may be an option if you have very few employees or locations to monitor
- Choose the top 5 review and online directory sites to monitor (e.g. Google My Business, Facebook, Yelp, etc)
- Set up alerts within the applications to be notified on new reviews
- Respond to positive and negative feedback (with some exceptions)
- Install applicable apps on your phone

Automated Monitoring

- Automated monitoring is needed if you have multiple employees, and locations to monitor
- Choose a platform with automated alerts, reporting, and that is secure
- Identify key personnel who will be responsible for the platform
- Respond to positive and negative feedback (with some exceptions)
- Install applicable apps on your phone

Monitor Mentions and Reviews

1. Create an alert for the name of the organization
2. Create an alert for each music teacher at the facility
3. Select “All News”
4. Select “As it Happens”



Respond to Feedback

- Make responding to customer concerns a priority.
- Take the conversation offline.
- Never argue with a customer online.
- Respond timely and empathetically.
- Thank reviewers for positive feedback.



When to flag a review as “inappropriate”

- Is the review fake?
 - If the review has a phone number or web address and asks readers to take an action that has nothing to do with your business.
 - If the reviewer uses avatars with vague imagery or stock photography. Accounts with these types of visuals have often been created for the sole purpose of posting fake reviews.
 - If the review has incorrect grammar or multiple spelling errors.
- Does the review contain information about current or past employment?
- Does the review contain general political, social commentary, or personal rants?
- Does the review contain sensational claims of harm?

Do's and Don'ts

DO:

- Establish a review response system.
- Respond to all reviews (most of the time).
- Address issues in a timely manner.
- Take the conversation offline.
- Be proactive in requesting reviews.
- Make operational improvements based on feedback.
- Determine if the review violates the review platform's content guidelines. If it does, contest the review.

DON'T:

- Reveal any personal information about the consumer.
- Argue with the customer or customers family online.
- Wait days, weeks, or months to respond.
- Be inconsistent with your review responses.
- Ignore opportunities to improve the consumer experience.
- Contest every review.
- Copy and paste your response.

Increase Reviews



- Create scripting for facility staff.
- Launch an email or SMS campaign.
- Hang posters and distribute handouts to customers, employees, and vendors with your online profiles clearly displayed.
- Explain to consumers and vendors that their feedback helps you improve and helps customers learn about you.



Conclusion

Key Takeaways

- Review your online presence
- Claim your listings
- Monitor online reviews
- Respond appropriately to reviews
- Generate new reviews - correctly
- Make operational improvements based on feedback
- Consider providing 1st party reviews on your website



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QUESTIONS?



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