



# REPUTATION MANAGEMENT

Reputation Monitoring for Small and Medium Businesses

## Take control of your online reputation today

Your reputation is what you say about yourself and what others say about you. Every day, customers are talking about your business on websites like TripAdvisor, Google Maps, Facebook, blogs and elsewhere, and this chatter has a direct impact on your revenue — it's time you join the conversation. Reputation Management gives you control over your online presence by helping you correct online listings, respond to reviews, benchmark yourself against competitors and more.



**90%**  
of customers say buying decisions are influenced by online review. <sup>1</sup>

**1**

### Verify your listings to improve your search rank

Verify the accuracy of your online business listings across review sites, directory sites and social networks. Inconsistent listing data can lead to poor placement in search results.

**2**

### Hear what people are saying all over the web

Compile mentions from a variety of sources, including news sites, blogs and social networks. Plus, highlight the most positive and negative mentions using automated sentiment analysis.

**3**

### Push positive reviews out to multiple sources

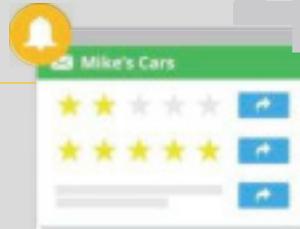
Generate new positive reviews, and pull in results from major review websites to view overall scores. See which keywords your customers are using to describe your business.





## Stay in-the-know with regular reports

Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.



**73%**  
lose trust in brands due to inaccurate local business listings. <sup>2</sup>

## Benefits

- Hear what your customers are saying about your business on review sites, blogs and social networks
- Ensure your online listings are consistent across the internet
- Monitor your employees' activity on social media
- See how your online presence compares to your competition
- Receive regular, actionable reports that help improve your presence
- Gather reviews from customers both online and in-store with Review Generation; control which reviews go public and which stay private

**Monitor, manage and build your online reputation today!**



# Review Generation

Get more reviews, get more customers.

## Why do customer reviews matter so much?

Consumers often search online for a local business with recent reviews and an average review rating of at least four stars. If your business doesn't fall into that category, there's a good chance that you're losing potential customers to your competitors.

To avoid losing sales, it's important that you continuously generate positive reviews while managing the negative ones.

### Get more reviews on the top review sites.

Generate reviews on the sites that consumers rely on to make their buying decisions. Send customized requests to your customers and suggest up to three sites.



### Keep bad reviews out of the spotlight.

Don't let negative reviews about your business harm your reputation. Gather harsh feedback through a private form so you can provide great customer service offline.



### See what your customers are saying.

Never miss a new review again. Get alerted the moment a new review is discovered, and monitor reviews from the top review sites in one simple dashboard.



### Showcase great experiences.

Share your customers' testimonials on social media. Automatically publish specific types of reviews to a mobile-optimized listing and a widget on your website.



## Choose from two different strategies:



### Quick Results

Generate reviews on up to three preferred review sites.

1. Send your customer a customizable email that asks them if they'd refer your business to a friend.
2. Your customer either clicks **Yes** or **No**.
  - If they click **Yes**, that happy customer is taken to a landing page that asks them to select one of your preferred sites and then leave a review.
  - If they click **No**, that unhappy customer is taken to a private feedback form so you can provide great customer service without having that feedback harm your reputation.



### More Control

Generate reviews on a mobile-optimized listing and/or widget on your website.

1. Send your customer a customizable email that asks them to leave a review.
2. Your customer clicks **Leave a Review**.
3. Your customer leaves a review on My Listing, your mobile-optimized business listing, or a customizable widget on your website.
  - If they leave a positive review, the confirmation screen will ask the customer to copy and paste their review to the review sites of your choice.
  - If they leave a negative review, it will stay private so you can provide great customer service without having that feedback harm your reputation.