

your **LOGO**

Reputation Management 
Sales Guide

Business Challenge



Why Reputation Management? Because online presence can make or break a business.

The Internet has elevated consumers to a position of power when it comes to online reputation. Gone are the days of word-of-mouth referrals. Instead, consumers turn to social media and review sites to decide where to spend their money. It is up to businesses to shape the information their consumers see online and take the time to connect with consumers within these networks.

Businesses that actively manage their online reputation will thrive and build trust within virtual communities. But actually running a business doesn't leave much time for business owners to understand their online reputation

and learn how to self-manage. The sheer number of channels to monitor is overwhelming, and oftentimes, business owners don't know where to begin.

This opens an incredible opportunity for an online management expert to help small businesses keep a pulse on the heart of their business.

Reputation Management: By the Numbers

53% of people would consider visiting a business with less than 4 stars.

The average consumer reads an average of **10 reviews** because trusting a business

76% of consumers trust online reviews as much as recommendations from friends and family

What is online reputation management?

Online reputation management is the act of monitoring, influencing, growing, and managing what's being said about a business online. Maintaining a positive online reputation is more essential and challenging than ever. This is due to the ever-increasing volume and wide variety of channels where consumers search for information. A business's online reputation is built up of:

- Online listings
- Online reviews
- Social media
- Website
- Blogs/news articles
- And more...



Product Summary & Comparison

Reputation Management Pro

Reputation Management Pro brings everything that affects a business’s online reputation under one roof, including reviews, listings, and mentions. An extensive feature-set will help businesses simplify the process of managing, monitoring, and improving their online reputation.

Reputation Management Express

Reputation Management Express is a free product that serves as an introduction to the importance of reputation management. With only the essential features, clients can build the foundation of a strong online reputation management strategy.

Features	Reputation Management Express	Reputation Management Pro
Reviews: Monitor customer reviews	Facebook and Google	35+ sources
Reviews: Respond to reviews and use review response suggestions	Facebook and Google	Facebook and Google
Reviews: Manage review response suggestions	Edit/delete default templates	Edit/delete default templates; add custom templates
Insights: Discover trends in customer feedback with sentiment analysis	✓	✓
Google Q&A: Monitor and answer public Questions on Google and pose your own FAQs	✓	✓
Listings: Identify local business listings that are inaccurate or missing on online directories and review sites	Facebook and Google	100+ sources
Competition: See how the business compares to 3 chosen competitors, including online share of voice and social page comparisons		✓
Mentions: See when the business is mentioned online, with sentiment analysis		✓
Social: Monitor the business’s social activity, employees’ Twitter feeds		✓

Features & Benefits



Review monitoring & management

Manage all your reviews from one place

Monitor all your customer feedback from 100+ sites, and receive email alerts for each new review. Filter by source and star rating to see the reviews you find most critical.

Respond directly to reviews from the dashboard

Streamline review responses with intelligent response suggestions that come ready-to-use. Address every review and keep happy customers engaged or acknowledge issues quickly.

Review Display Widget

Use real reviews to get more customers

Allow happy customers to do the talking and help increase trust and boost sales! Display real customer testimonials on your website or share glowing reviews to social networks.

Insights: Discover trends in customer reviews

Get business insights using artificial intelligence

Harness the power of artificial intelligence to analyze online reviews and get insights you might have missed. Easy-to-understand analytics help you make smart business decisions to grow your business!

Listings monitoring & management

Be found everywhere customers are searching

See everywhere you're listed and everywhere you're not, no manual effort required! Ensure you can be found everywhere potential customers are looking.

Google Q&A monitoring

Be the first to answer public questions

Engage with Google Q&A to boost online presence and increase customer engagement. Ask and answer questions right from the dashboard to stay on top of the highly-visible channel.

Mentions monitoring

Scan the web for every mention, good and bad

Reputation Management Pro searches every nook of the web, including blogs, news sources, and social media networks and finds every mention of the business. Enjoy the praise of positive mentions and respond to the negative.

Competition monitoring

Ensure your business is top of mind for customers

Leverage competitive insights to help get ahead. Compare your business's reputation with market leaders to help strive for continuous improvement.