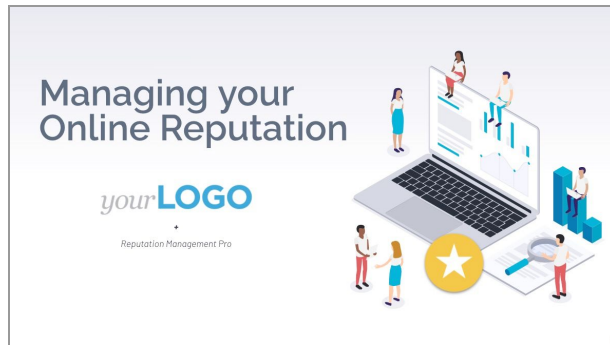Reputation Management Pro - Sales script

Slide 1
Thanks for joining me on today's presentation where we will cover why your business needs to manage its online reputation, and how our tool, Reputation Management can help.

Slide 2
Today's agenda is going to cover three important elements of how you can win more customers through a stellar online reputation. Consider how customers find you online, why they choose you, and why they trust you. Then, we'll go over how the tool can help you!

Slide 3
Why worry about an online reputation at all? Well, consumers have tipped the balance of power and are more empowered than ever to get information about a business and get it fast. Consumers have access to endless information at their fingertips, including information that will help them make a decision about businesses. Therefore, businesses that actively manage their online reputation will be the ones who thrive!

Slide 4
Helping customers find and select your business requires two main considerations, correct business listings and online reviews.

If a prospective customer cannot find the business online, they will go to your competition. And if a customer finds the business online, but you have a low star rating from too many negative reviews, they will go somewhere else with a higher rating. Remember, 91% of people trust reviews as much as personal recommendations.

Slide 5
A customer's search usually begins on Google. Usually searching for businesses around them using location, searching for the top rated, or sometimes by an attribute.

Slide 6
When they search, Google uses a complex algorithm to show them the best matches. Google takes into consideration a business's reputation, such as online reviews and listings to rank them. Meaning, businesses that have a complete Google listing and positive reviews, are going to show up in the top search results!

66% of your ability to show up in local search and outrank your competitors is directly linked to managing your listings and reputation.

Slide 7
What does that mean for your business, though? Your reputation affects your ability to even be found by customers through a Google search. Customers will find you on Google only if your listings are accurate and you have positive and recent reviews.

Slide 8
Firstly, listings. Ensuring the business has a complete Google My Business profile will increase your chances of being ranked highly on Google and thus, outrank a competitor.

Google looks favorably on businesses that have complete and accurate information because they're easier to match search terms with. Remember the ways customers search for a business—by location, top rating, or attribute—if your business matches those terms, you will show up! Optimizing your Google listing with basic information increases your chances of fitting someone's search requirements on Google.

Slide 9
And reviews play a crucial part in how your rank on Google. Google only wants to recommend the best quality businesses in a search result, so Google considers the quantity of reviews, ratings, if reviews have received a response and relevance to search keywords.

This makes having abundant, recent, and highly rated reviews crucial to being spotted by your prospective customers. Even if your business matches all the searcher's terms, low ratings or having zero online reviews could mean you lose your spot to a competitor.

Slide 10
Now suppose after the customer performs their initial search, they've got to consider the businesses they've found. What makes a customer choose one business over another?

It comes down to these crucial questions. Is the information correct? Are they reviewed positively? What do other people have to say about the business online?

Slide 11
Would you ever eat at a restaurant that had only a 2-star rating? No—you'd keep looking. Almost everyone reads online reviews and even 94% of people have said a negative review has convinced them to avoid a business.

So, now that the customer has found your business online, you've got to ensure your reviews are doing more good than harm.

Slide 12
But, online reviews aren't the only place customers are talking about your business! Prospective customers also form an opinion about your business based on the online content they read about your business, whether it's in social media content, a news article, or Google Q&A.

Imagine if your business was being talked about negatively in a news article or a blog and you never knew about it? Unbeknownst to you, it could be turning away customers.

When it comes to a business's online reputation, what the business doesn't know can hurt it.

Slide 13
Let's presume the customer finds your business online, chooses to spend their money with you… what helps them become a loyal customer?

Managing your online presence is a never ending process. Never miss an opportunity to capture a customer's positive experience to then share it with potential customers, repeating the cycle of finding, choosing, and trusting with even more customers.

Slide 14

If all of that seems a little overwhelming to start tackling, then let me show you how Reputation Management simplifies it.

From a single dashboard, you can stay on top of your business's online reputation, including monitoring and improving listings, monitoring and responding to reviews, and understanding what's being said about your business online through mention and competitor monitoring.

Slide 15
Get a comprehensive look at all aspects of your business's online reputation to understand if:

- Potential customers able to find your business through accurate listings
- Your online reviews do a good job demonstrating social proof to potential customers
- Your competition is stealing the attention from your business

- And, if there are any negative online mentions of the business that need to be addressed

The **overview page** in Reputation Management can help answer all these questions at a glance.

Slide 16
And as we dig deeper, each tab in the product uncovers useful insights and the ability to take action right then and there!

The **Reviews** tab is the central hub for managing and responding to customer reviews. Get an in-depth look into your business's online word-of-mouth with a stream of reviews from the top review sites, Google and Facebook. Or, dig into your niche category and monitor reviews from [relevant source for their category].

From this dashboard, you can easily see which reviews need a response and even respond to Google and Facebook reviews without leaving the page. That's going to save you so much time remembering login credentials and jumping from page to page just to see all your reviews.

Every review you receive will trigger an email alert, so you can learn about the review within 24 hours, and take action. The importance of responding to reviews should not

be overlooked.

Slide 17
And speaking of responding to reviews… over 53% of people who leave a review expect a response! Reputation Management offers a built in review management strategy, making the task of responding to reviews super simple.

Each Reputation Management account comes with 40 default review response suggestions. Each Google and Facebook review will give you the option of 3 intelligently-selected templates so you can respond to a review in as little as 2 clicks.

Plus, you have the freedom to edit or delete any default templates and create an unlimited number of custom templates so you always have the perfect response queued up.

Not only does responding to reviews increase trust and credibility, but doing so can improve the business's search engine ranking.

Slide 18
Insights is a powerful tab to check out! Your online reviews are brimming with important feedback that comes straight from your customers' mouths. But, combing through every review or deciphering their feedback can take a lot of time.

Through sentiment analysis technology, Insights automatically analyzes all your online reviews and lets you know what words are being talked about most often and if they're mostly positive or negative. Dig even deeper into the analysis, by seeing how customers *describe* that word. For example, if "customer service" is a negative keyword, you can see all the reviews that describe customer service as "slow" or "rude" to get all the information you need.

Insights like these help you in taking feedback to heart and making actionable changes at the business to improve!

Slide 19
Google Q&A is a relatively new feature to Google, where any user can pose questions to the business or answer questions from other Google users. User-generated content always carries risks, however, and sometimes people post irrelevant questions or answer questions with incorrect information. This is why it's important business owners be very vigilant in monitoring their Google Q&A! If someone answers you do

not have free wi-fi, when, in fact, you do, you could have just lost a customer.

From this dashboard, you can answer questions left by Google users and even ask your own questions to populate your Google listing with FAQs your customers and potential customers need to know.

Just like new reviews, you will receive an alert for each new question so you can be the first to answer!

Slide 20
And all those positive reviews should not go unnoticed! Using the Review Display Widget, you can show off your best reviews right on your website. Afterall, a staggering 90% of customer read reviews before purchasing, so make sure you're highlighting your best ones.

Your happy customers' reviews are a powerful source of marketing material!

Slide 21
Let's move on to **Mentions**! Now, customer reviews are excellent for structured feedback. But what about everywhere else online? Many times a comment, image or news story is written somewhere in the nooks and crannies of the internet such as blogs, websites and social media.

Tracking online word of mouth is simple and easy with mentions monitoring right in the tool. Imagine a blog has posted some slanderous information about your business and you're completely unaware. The damage that post can make could be disastrous.

Our mentions monitoring feature ensures no stone is left unturned and you are always aware of what people are saying about your business online.

Slide 22
Moving on to the **Listings** tab, this is where you can do work to improve your online listings. Reputation Management monitors the top listing sites in your industry, including search engines like Google, review sites like OpenTable or TripAdvisor, plus many many more.

The Listing Score is an evaluation of your business's listing accuracy on these sites. Compare it to the industry average to see how the business stacks up.

Then, take action to correct your listings right from this page. You can correct or ignore listing errors to ensure the business is found correctly on the most important sites.

Slide 23
Seeing how rivals are doing online is a huge competitive advantage!

All it takes is three keywords, three competitors in your market, and you'll get an insightful look into their online share of voice. Online share of voice represents how often your business appears in search results for three keywords compared to your top competitors.

As well, we can compare the social audience or your business and your competitors to see where you might be lagging in terms of social media. The Competition tab can reveal some important insights and uncover opportunities to get ahead of the competition.

Slide 24
And in the **Social** tab, you can connect your social accounts to monitor likes and followers over time, as well as keep up with customer conversations.

Plus, if you've ever wondered what employees might be saying about the business, our system can also monitor employees' Twitter feeds. Stay in the know with social monitoring right from Reputation Management!

Slide 25
Thanks for joining me for today's presentation. Do you have any questions about managing your online reputation or how our tool, Reputation Management, can help?