

LocBox

ONLINE REPUTATION:
HOW TO TURN REVIEWS
INTO REVENUE





Your Online Reputation

Why It Matters

Your online reputation is first impression and lasting memory. It's the hub of reviews and the pulse of what's driving customer behavior.



What people are saying about you on the internet isn't confined there; it leaks out into the real world and affects tangible things like your bottom line.



The Power of Customer Reviews



According to research, 8 out of 10 people read customer reviews online before making a buying decision. At this point, they already know they *are* buying; whether they buy from you or your competitors often depends on what they find in their research.



How influential are online reviews?



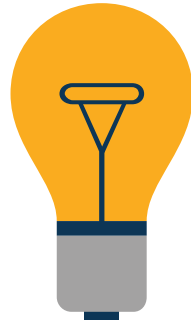
The Three Keys to Online Success



Online reputation building and management is handled through a three-pronged approach, starting with current customer engagement and ending with acquisition of new business.



1.



Engagement.

Sparking and keeping your customers' interest through email campaigns and newsletters that put your company at the front of their minds. This loyal customer base helps build reputation through positive online reviews. Once your customer base is engaged, you have the opportunity to successfully solicit these reviews.



2.

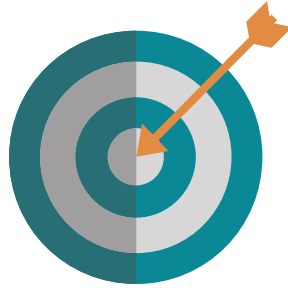


Reputation.

Building and refining your brand through customer praise and a pitch-perfect online presence. A strong reputation bolsters and lifts customer engagement and leads to acquisition; a weak one buckles under the pressure of increased traffic and leads to customer disinterest and lost opportunities.



3.



Acquisition.

Growing your business organically through referrals, word of mouth and online presence and visibility. Once these new customers are acquired, the cycle continues through engagement and proactive requests for new reviews.



The Internet's Reach and Impact

Thanks to the internet's expanding reach, a single bad experience can be relayed to thousands of current and potential customers, all of whom are listening intently. Fortunately, that's just as true for good experiences. Doing preemptive damage control means having enough positive reviews to outweigh any future negative ones.





Your Online Reputation

**Where Do You
Stand?**

Knowing what your customers think about you is vital.



Thankfully, that information is quickly accessible with the click of a Google search. See what people are saying about you on Yelp, Google+ and Facebook to gauge what kind of reputation strategy you need: whether that's more information or damage control.



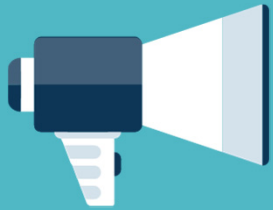


After your initial research, keep track of your reputation on an ongoing basis through simple online tools that can help you monitor your presence.



These tools include...





Google Alerts

The perfectly autonomous watchdogs of your online reputation, Google Alerts are set and forget email updates that let you know when your chosen keywords are mentioned on the web. Receive daily alerts to blogs or articles that mention your business name, your competitors' business names, your industry keywords and more.

Social Mention



See what people are saying about your business on public social media updates, blogs, pictures, videos and more. Social Mention gauges context to determine whether the mention is positive, neutral or negative, highlighting whether you should address it and how.



For many small businesses,
the problem is often

**LACK OF A
PRESENCE**

rather than negative
reviews.



Take stock of where you rank on Yelp, Google and Facebook to build a game plan for growth.



Do you have any unclaimed pages on Google? Those are missed opportunities. How do you compare to competitors in your category and city in terms of the number and quality of reviews and ratings you have?



Pinpoint what's lacking in your profiles to craft a plan of attack. Knowing where you stand now gives you the base from which to change your reputation for the future.



A Timeless Spa

www.timelessdayspa.com

4.8 ★★★★★ 65 Google reviews · [Google+ page](#)

Zano Salon & Day Spa

zanosalons.com

4.3 ★★★★★ 4 Google reviews

Zazu Salon & Day Spa

www.zazusalons.com

4.2 ★★★★★ 7 Google reviews · [Google+ page](#)

Elegante Salons & Day Spas

www.elegantesalons-spas.com

[Google+ page](#)

Michael Graham Salon and Spa

www.michaelgrahamsalon.com

3 Google reviews · [Google+ page](#)

C'Zar Hair Designs & Day Spa

www.czarspa.com

1 Google review · [Google+ page](#)

A 1324 E Ogden Ave #100
Naperville, IL
(630) 428-0700

B 1767 W Ogden Ave #103
Naperville, IL
(630) 778-8999

C 135 S Washington St
Naperville, IL
(630) 355-2230

D 790 Royal St George Dr
Naperville, IL
(630) 420-8700

E 2860 Show Pl Dr #112
Naperville, IL
(630) 904-7979

F 237 W Jefferson Ave
Naperville, IL
(630) 357-3444

Where would you want to go relax?

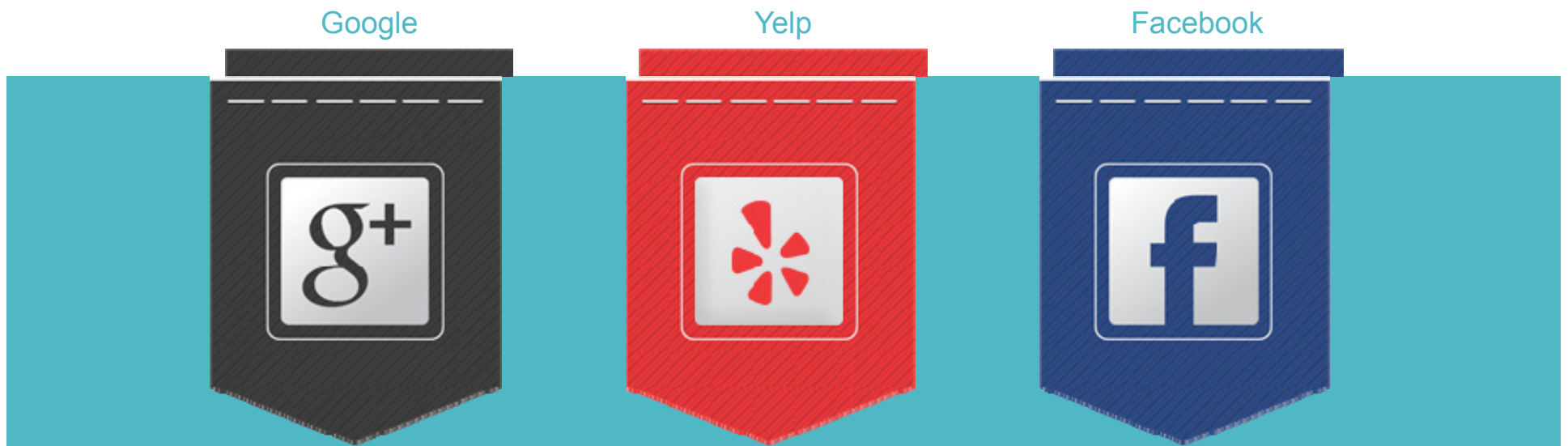




Your Online Reputation

**Claim and Develop
Your Profiles**

Once you know what's already on the web, you'll know where to start in developing and curating your online presence.



Regardless of your industry, your company should have at minimum a profile on these main channels



Depending on the type of business you own, you may benefit from profiles on other social media outlets.

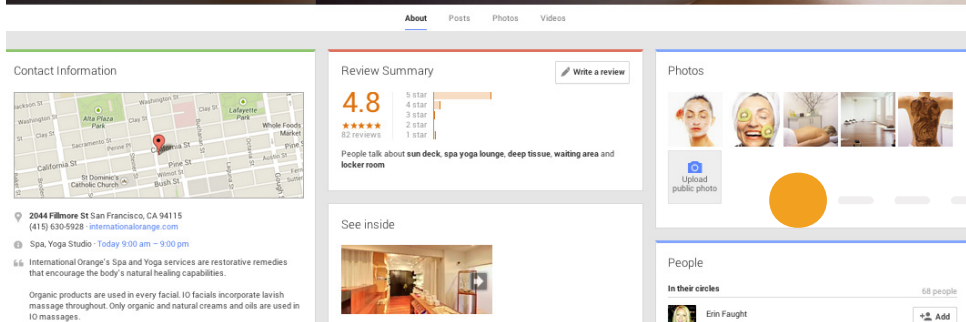
The more outlets you are present on, the more opportunities you have to be found by and engage customers.

THE KEY IS TO
ACTIVELY MANAGE
YOUR PROFILES

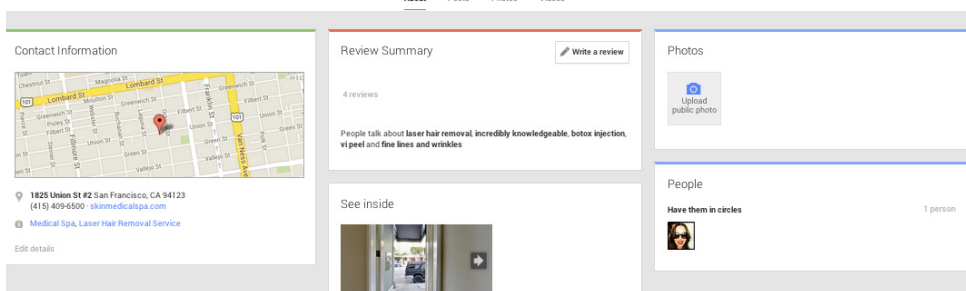




A happy, well maintained Google+ Page



A not so happy one lacking attention



Claim and Develop Your Profiles

03

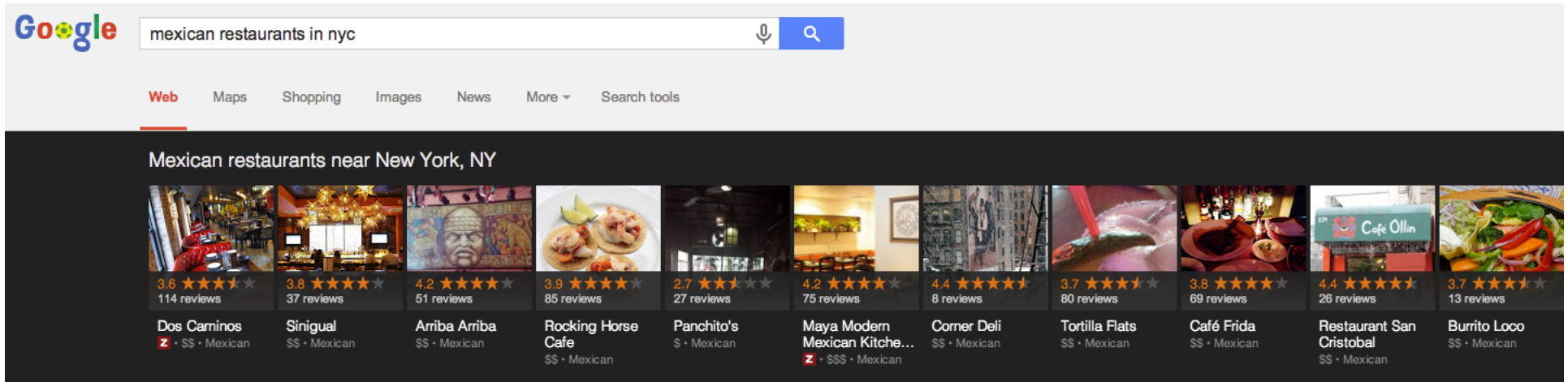


The Surprising Importance of Google+



Although Google+ has struggled as a social network when compared to Facebook, its necessity for local business is undeniable. It can take up to two weeks to confirm a Google+ account, so it's important to get one set up as soon as possible to begin asking for reviews. Because Google+ accounts are a key player in Google Carousel results, business owners need to be sure their profile is ready to be in rotation.





The Google Carousel is quickly becoming the standard of web search.

For years, most small businesses didn't have the resources to be competitive in search engine rankings for high-traffic keywords; now, the focus is shifting to local reviews on sites like Google+ to determine who ranks well in these searches.



But today...

You don't have to run a major corporation to have a clean and organized online presence. Your social profiles should be professional and up-to-date with hours of operation and relevant contact information.

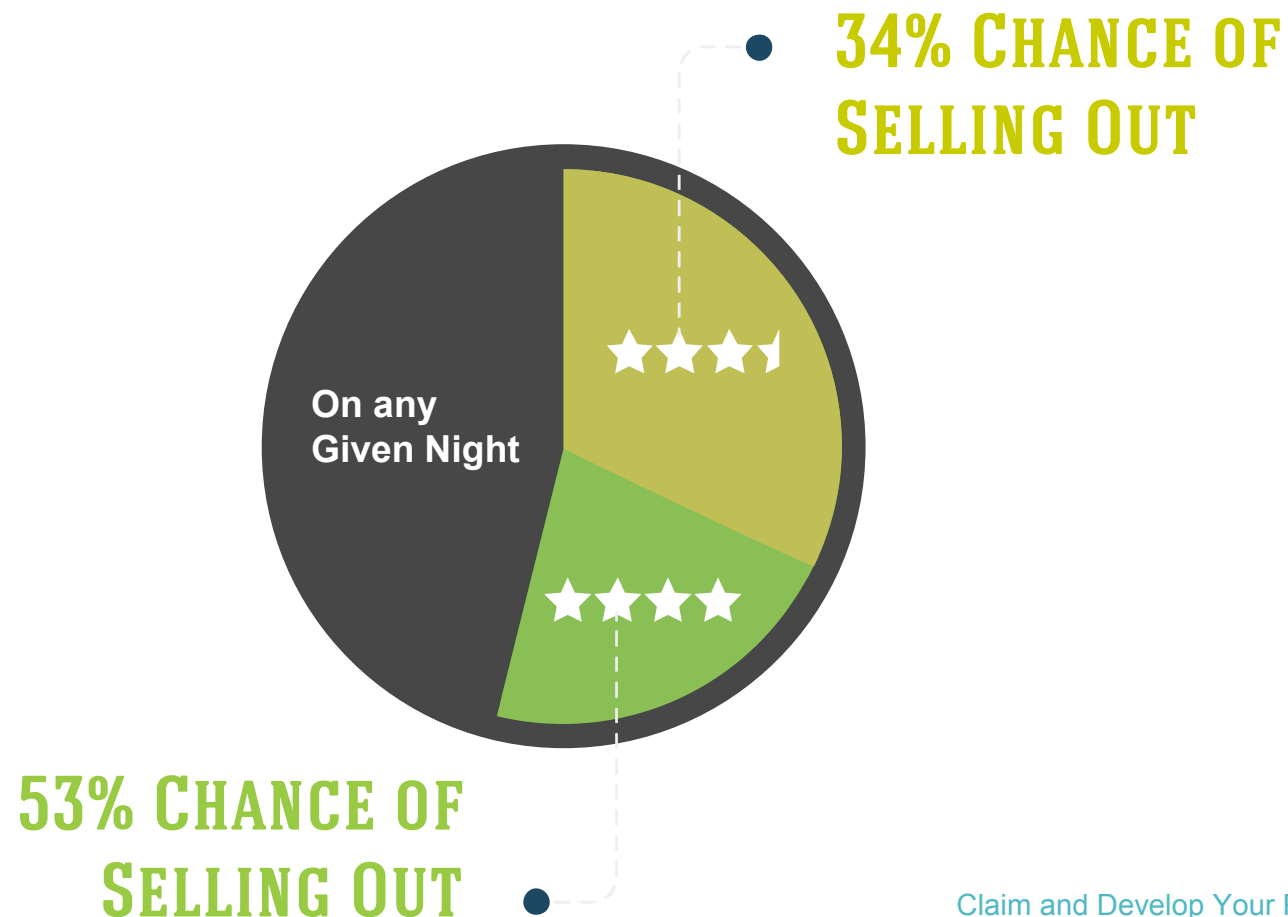


LIKE IT? WE
LOVE IT!



Say you own a restaurant,

UC Berkeley researchers found that **ONLY** an extra half star rating on Yelp is the difference between:



SO YEAH...

THIS STUFF MATTERS





Your Online Reputation

Getting Reviews

Because people are generally quick to say something when they've had a bad experience, unsolicited reviews are often negative.



When a person **has a good or satisfactory experience**, they may not think to **leave a review** even if they have positive things to say. Proactively obtaining positive, legitimate reviews is one of the best investments you can make in your online presence – and doing that is a lot easier than you probably realize.



The keys to getting reviews are capitalizing on existing relationships and making the process easy for your customers. The most important thing to remember is simply to ask:



Ask via email. If your customers have agreed to receive emails from you, they would probably agree to write a review for you. Just make sure you drip requests (don't request reviews from everyone at once) so as not to overload the review site or raise a red flag on your business. If you don't have an email database, now's the time to start collecting that information.



Ask in person. Be aware of opportunities to ask for a quick review from people who already frequent your business and can talk about a time when you went above and beyond for them.

Make it easy...

Sending out an email with a direct link to your online profile (on Google+ or Yelp) and clearly explaining what you are asking for.

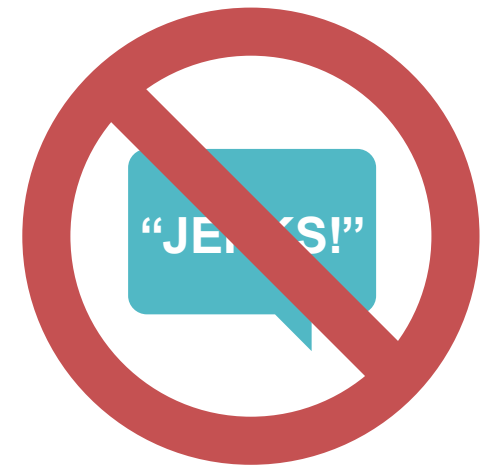


Review DON'TS



1.

It may seem tempting, but it is never worth it to write a fake review for yourself or a competitor. You run the risk of looking like a fraud to potential customers or getting banned from these sites completely.



Review DON'TS



2.

Don't wait until negative reviews pop up to start asking for positive ones. A strong online presence will lessen the blow of any potentially sub-par comments down the road. Have you seen competitor profiles with multiple 5-star reviews? It's highly unlikely that those were all written without prompting. As customers are more likely to write reviews for negative experiences than positive or neutral ones, failing to proactively ask for reviews from trusted customers could leave you with more complaints than praises. This is not only an unfair evaluation of your company, it could be a deterrent for future customers.

According to a Harvard University study,

Going from here on Yelp



Can result in a **5-9%** gain in overall business



Your Online Reputation

Monitor & Respond

Satisfied vs. Dissatisfied Customers

The average number of people customers will tell about their experience:



(Source: White House Office of Consumer Affairs)

In order to maintain a glowing online reputation, you can't stop at building profiles and asking for reviews. You must always be aware of what's being said about your business on the internet.

CUSTOMERS
APPRECIATE
BEING LISTENED TO

As such, it's good practice to respond to all reviews, whether they are full of praise or full of disappointment.



How to Turn a Negative Situation into a Positive One:

Negative reviews can happen to anyone. By monitoring and responding to the situation, you can ensure the hard work you put into building your reputation won't be ruined by an isolated incident.



KEEP
CALM
and
REVIEW
ON



1.

Stay Calm.

Don't act on impulse and don't let your emotions guide you. It is perfectly natural to respond emotionally to a public attack on something you love and have worked hard for, but the last thing you want to do is cause further damage by overreacting to someone online. If needed, vent your frustrations privately to a trusted friend or partner; then step back and evaluate the best way to handle the situation. Give yourself a cooling down period before giving a response to avoid getting sucked into an argument.



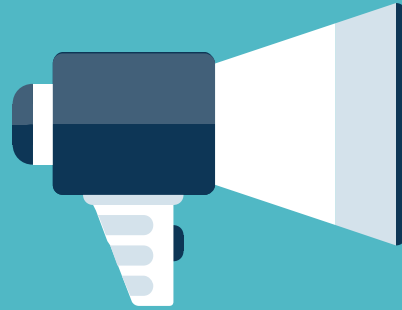
2.



Respond Privately.

Craft your response carefully and with sincerity. If your company made a mistake, own up to it – offer a genuine apology and a way to amend what went wrong. Every company has off days and things can go sideways even with the best of intentions. By being open and transparent in acknowledging your mistake, you can diffuse a situation or bring a crisis situation to a close.

3.



Respond Publicly.

A polite and helpful public response will ensure other current or potential customers know that you have handled the situation and are on top of your customer service. If the reviewer doesn't remove their negative review after you've apologized and there's something flagrantly inaccurate, use the opportunity to correct the facts (for example, "Molly mentioned the bar closes at 10:00 p.m., but we actually close at midnight"). The majority of online viewers are reading reviews rather than writing them, so anything you say may be scrutinized by future customers. Never criticize or downplay a negative review, but don't accept blame that isn't fair or accurate.



No one wants to receive a negative review; however, if you do receive one, simply take the feedback as an

OPPORTUNITY TO
IMPROVE
YOUR COMPANY





Your Online Reputation

Conclusion

In conclusion, if you aren't focused on your online reputation, you're losing business to competitors who are. You can get started today by:

- 1. Understanding the importance of your online reputation, and being willing to invest in it.**
- 2. Taking the time to find out where you stand now.**
- 3. Claiming and developing your profiles on all major social media outlets.**
- 4. Proactively asking for reviews from existing customers to bolster your online presence and safeguard against future negative reviews.**
- 5. Understanding that maintaining an online reputation requires ongoing solicitation of, monitoring of and responding to reviews.**

Many small business owners don't realize how important their online reputation is or what goes into maintaining it. In some cases, an inexperienced social manager can create or worsen existing problems.



Investing in an online reputation management solution will help ensure your future customers are seeing the version of your business you want them to see, and mitigating damage from bad reviews down the road.

Our all-in-one online marketing solution saves you time, makes you money, and lets you get back to running your business.

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