



Reputation Management

Your customers are talking about you, make sure you're listening




New Media Has Changed the Game

Your customers are shaping your brand and affecting your bottom line more than ever.

Did you know 2/3 of people are more likely to buy from a store if they find positive comments about it online? Conversely, 1/2 are less likely to buy if comments are negative.



A 1-star increase in your Yelp review can lead to a 5% - 9% increase in revenue



Over 41 Million monthly visitors on yelp alone

Improving Online Visibility





The Visibility feature gathers all the locations on the web where your business listing can be found. It shows you **where you're missing and where the data might be wrong**.

Online listings are crucial to making sure customers can find your business. The more consistent listings you have, the higher up on Google you are.







The top result in a Google search gets 53% of clicks. The second only gets 15%.

100% Presence Score ?

Search Engines

 Bing Local notes		You are listed on Bing Local. show details
 Google Plus Local notes		You are listed on Google Plus Local. hide details Bob's Bakery 1101 South Canal Street Chicago 60607 (308) 521 5585 http://www.panerabread.com view edit not mine ? view possible matches

Social Sites

 Facebook notes		You are listed on Facebook. show details
 Foursquare notes		We found your listing on Foursquare but there are possible errors in the contact info. show details
 LinkedIn notes		We found your listing on LinkedIn but there are possible errors in the contact info. show details

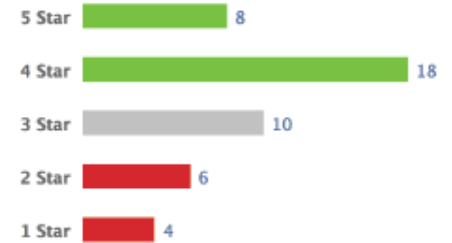
Monitoring Reviews

The Reviews section monitors the **top consumer sites** where your business might be mentioned.

If you see a bad review, respond with an apology, explanation, or incentive to win back the customer. If you see a good review, spread it around as much as possible.

90% of shoppers say that online customer reviews have a major influence on their decision to purchase.

In the last year, Yelp alone has had over 10 million new reviews added



 **Food is great,** ★★★★★
Oct 29, 2012 [Bob bo Fenner](#) via [plus.google.com](#)
Food is great, staff is very friendly, beautiful 100 year old restored building, impeccable service, liked so much ate there three mornings in a row
[view details](#) | [share](#)

 **Review by Naser Alsaifi** ★☆☆☆☆
Oct 22, 2012 [Naser Alsaifi](#) via [urbanspoon.com](#)
One of the worst dining experiences I've had in years. The food took forever and was cold when it arrived, The atmosphere was terrible and the pricing did not match the quality of the food. Will not be returning!
[view details](#) | [share](#)

Monitoring Social Media

Monitor Your Social Profiles

Track your Facebook likes, Twitter followers, and Foursquare check-ins. When people like, retweet, or comment, you will see it here.

Monitor Your Employees

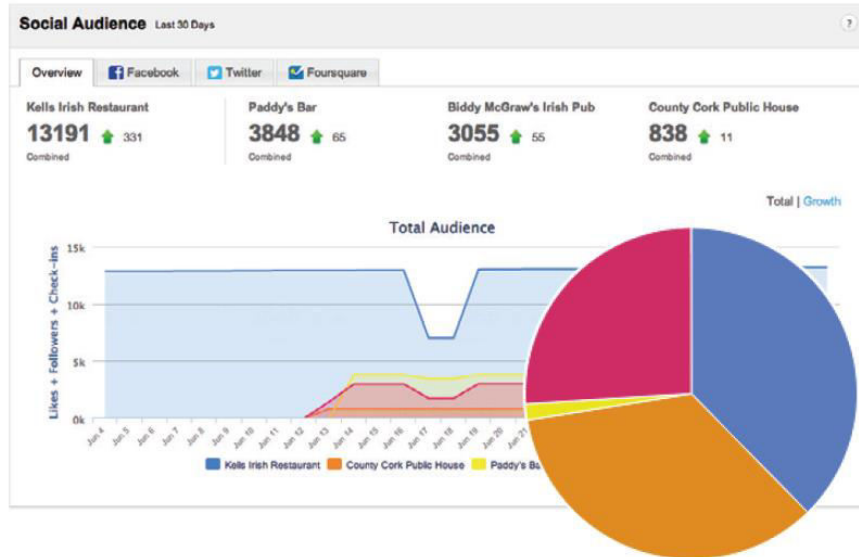
Track employee tweets and Foursquare activity. Know if they're saying anything bad about your business the second that they posted it.



Monitor Competition

Share Of Voice graphs reveal how your business stacks up against your competitors in local internet searches.

Social tracking keeps an eye on your audience and activity compared to you competitors.



Receive Alerts

Every time a new review or mention is found, you'll be notified by email. Every week you'll be sent an Executive Report that breaks down how your business is faring in online conversations.

