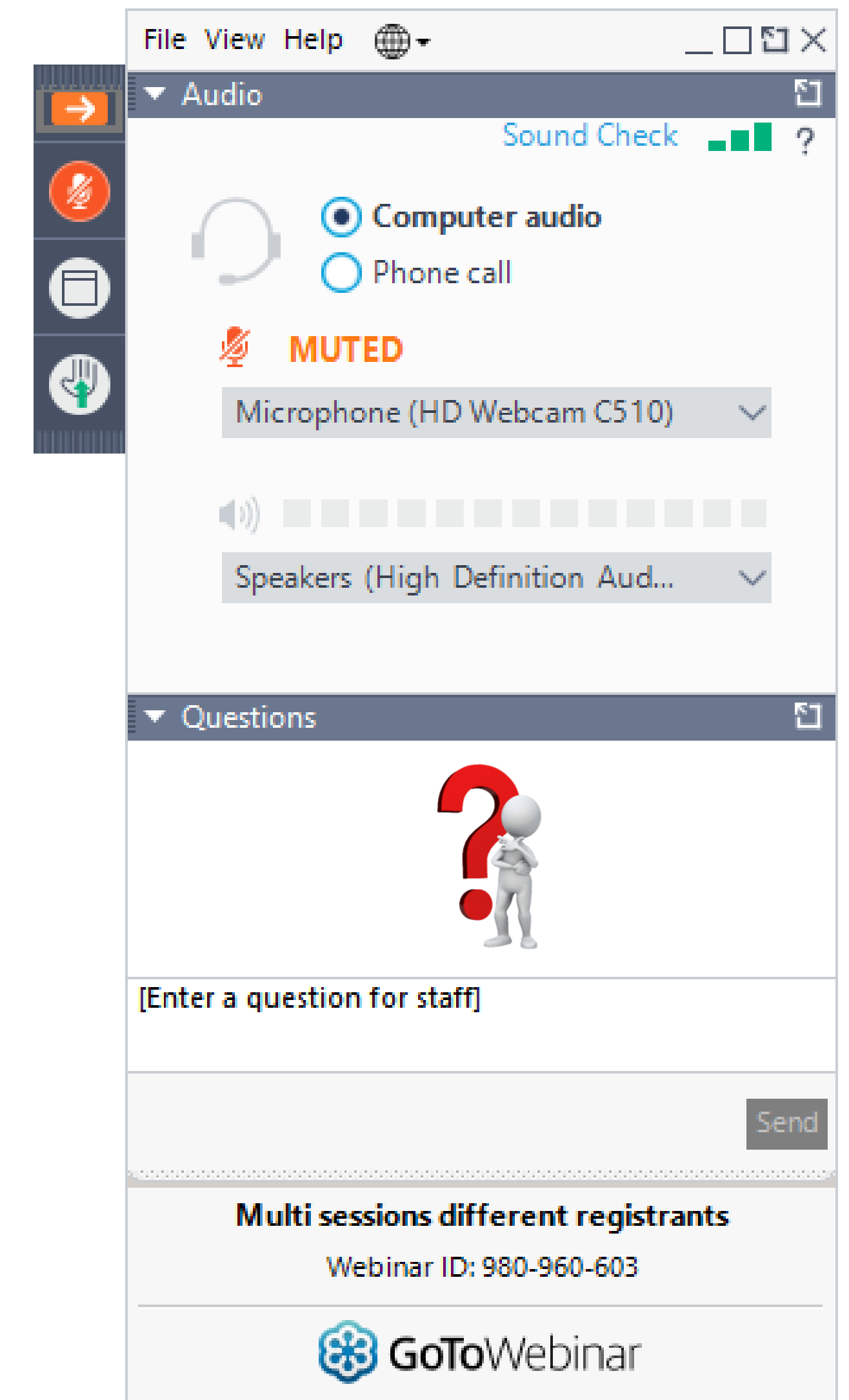




Reviews to Revenue: How to Grow Your Business with Online Reputation Management

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





WSI AT A GLANCE

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



CARLOS GUZMAN

WSI Digital Marketing Consultant, Speaker & Author

Carlos Guzman has been part of WSI since 2004.

He held CEO positions in technology companies for 19 years.

He is an avid digital marketing speaker and is one of the authors from WSI's latest *Digital Minds* book, where he contributed the chapter on Digital Strategy.

He works with medium and large companies, as well as government institutions and political parties.

On the Agenda

1. Why is online reputation so important?

2. What tools can you use to monitor what's said about your brand online?

3. How do you respond to negative and positive reviews to help strengthen your reputation?

4. What tactics can you use to prepare for negative reviews and generate more positive online reviews for your business?

5. Q&A

Why is online reputation so important?

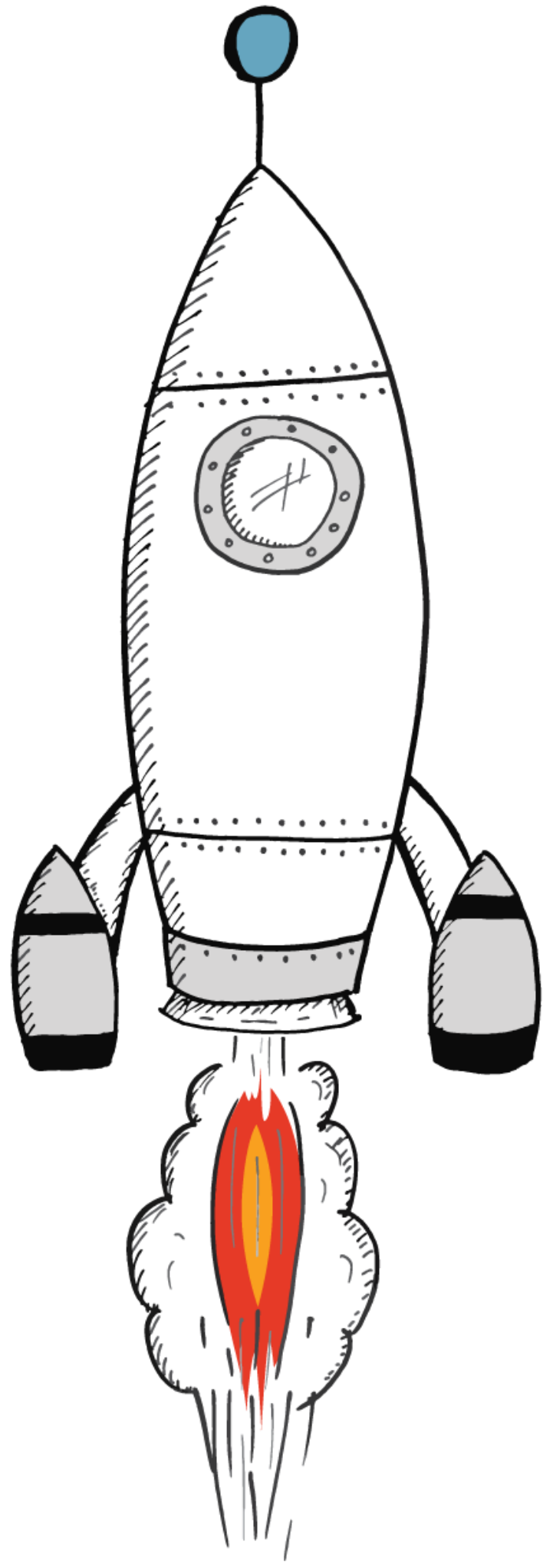
Customers are Sharing their Feedback and Influencing Others

- Consumers are consulting online reviews and ratings before deciding where to shop, eat, stay, visit, and more.
- Online reviews have become one of the most trusted sources of information for consumers.



97% of shoppers who read online reviews from other consumers **also read the business responses.**

Source: BrightLocal



Can Be Very Challenging

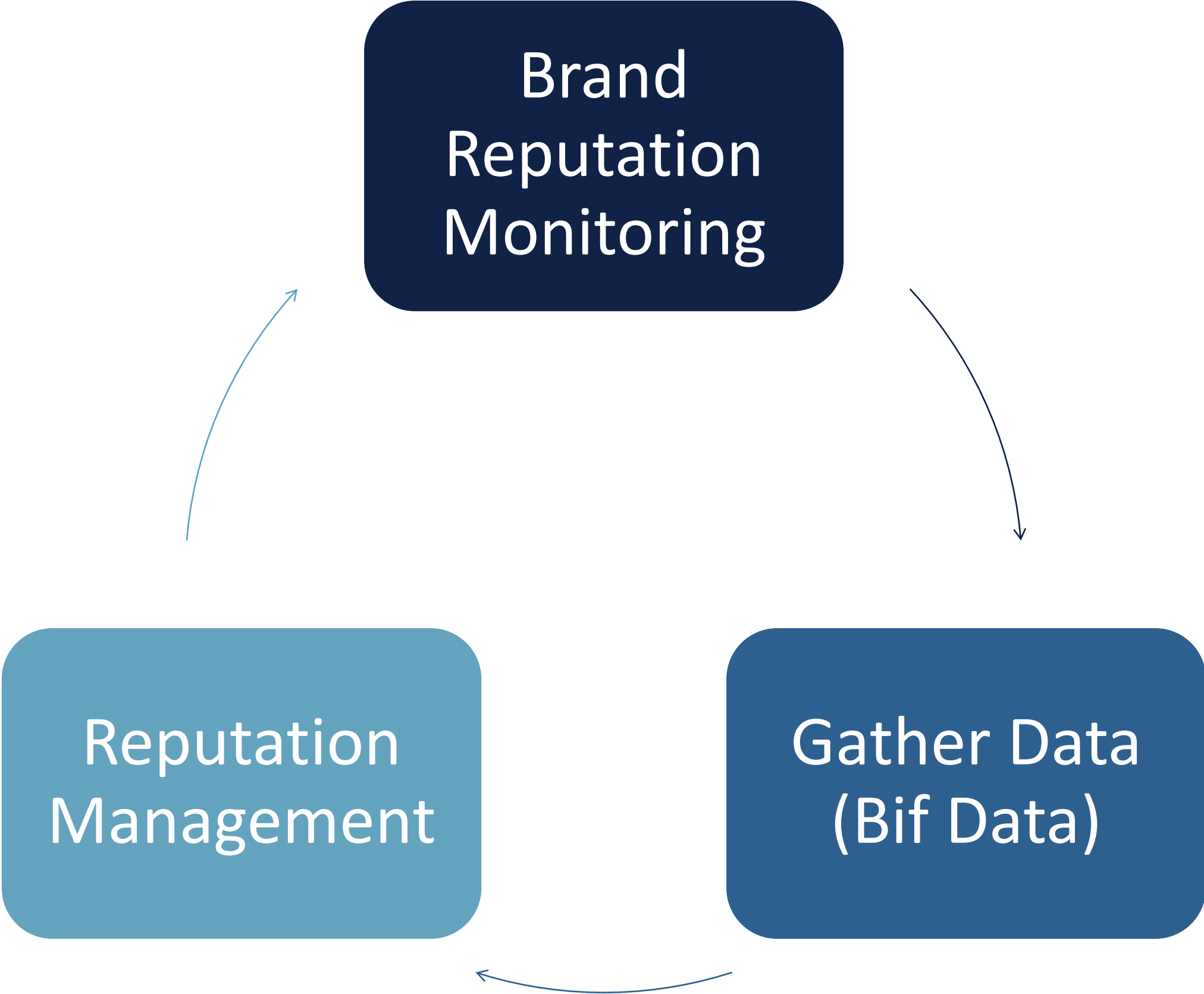
- Requires time, resources, and technology
- **Where to start?**
- What are the best tools to collect data on comments and reviews?
- How should you reply to positive and negative feedback?
- How do you generate more positive reviews?

Reputation Monitoring and Management

- Essential to build brand trust and credibility
- Can directly impact your revenues
- Your online reputation can be your biggest asset or your worst liability



Monitor → Get Data → Manage



Three Aspects of Online Reputation Management

1. Social Listening

Open social networks, news, blogs, forums

2. Review Monitoring

In review sites and Google

3. Search Results Monitoring

In Google search results

Brand Monitoring (Social Listening)



- Process of tracking publicly available mentions about your brand, service, or product.
- The number of channels and Internet users makes it hard to manually follow every mention of your brand.
- Spotting and analyzing mentions about your brand requires technology.

Brand Monitoring (Review Sites)



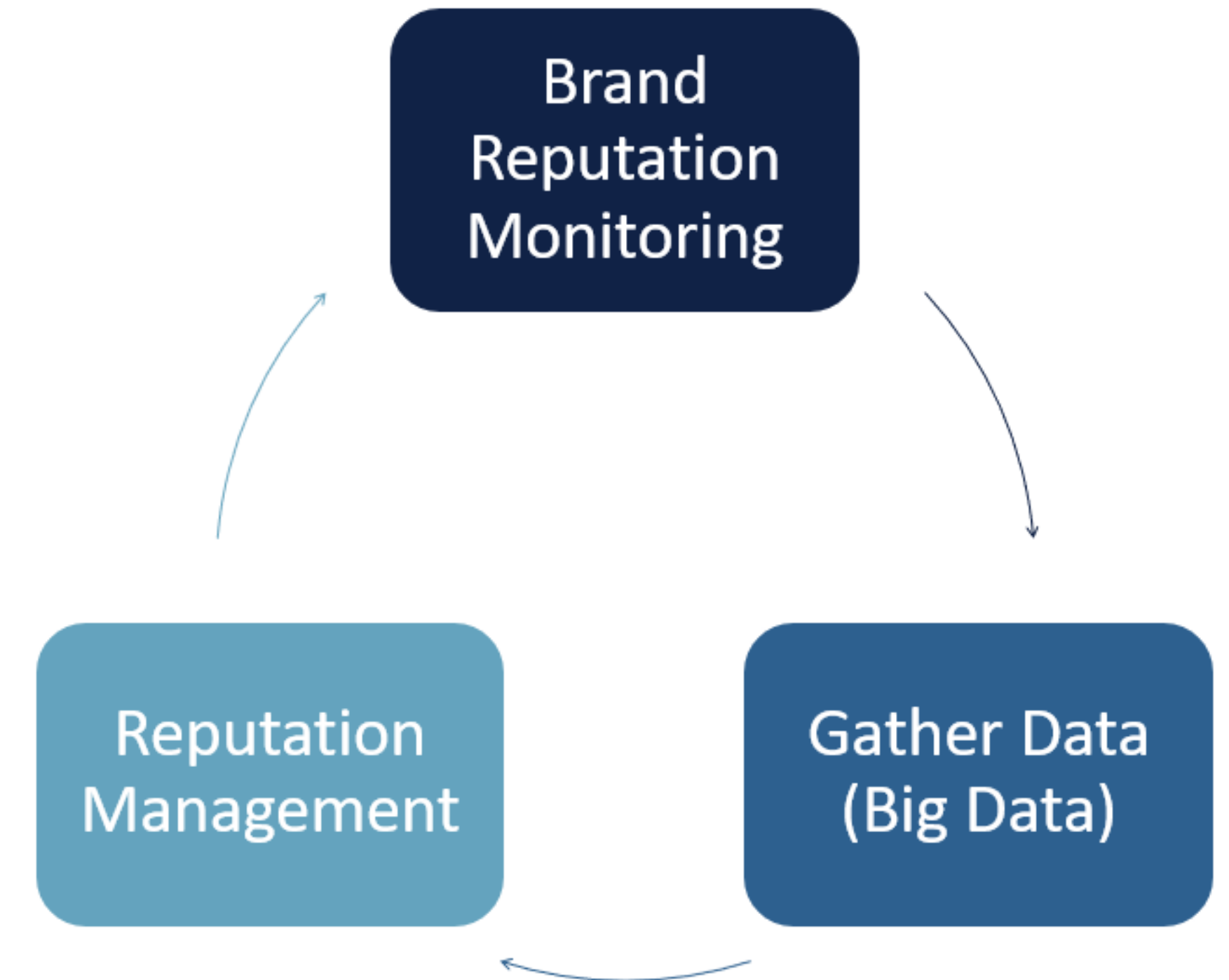
review us
on Google



- Process of tracking reviews about your brand, service, or product on specific sites (Google, Angies List, Better Business Bureau, Yelp, TripAdvisor and similar).
- Review sites will allow you to get data.
- But tracking several sites also requires technology.

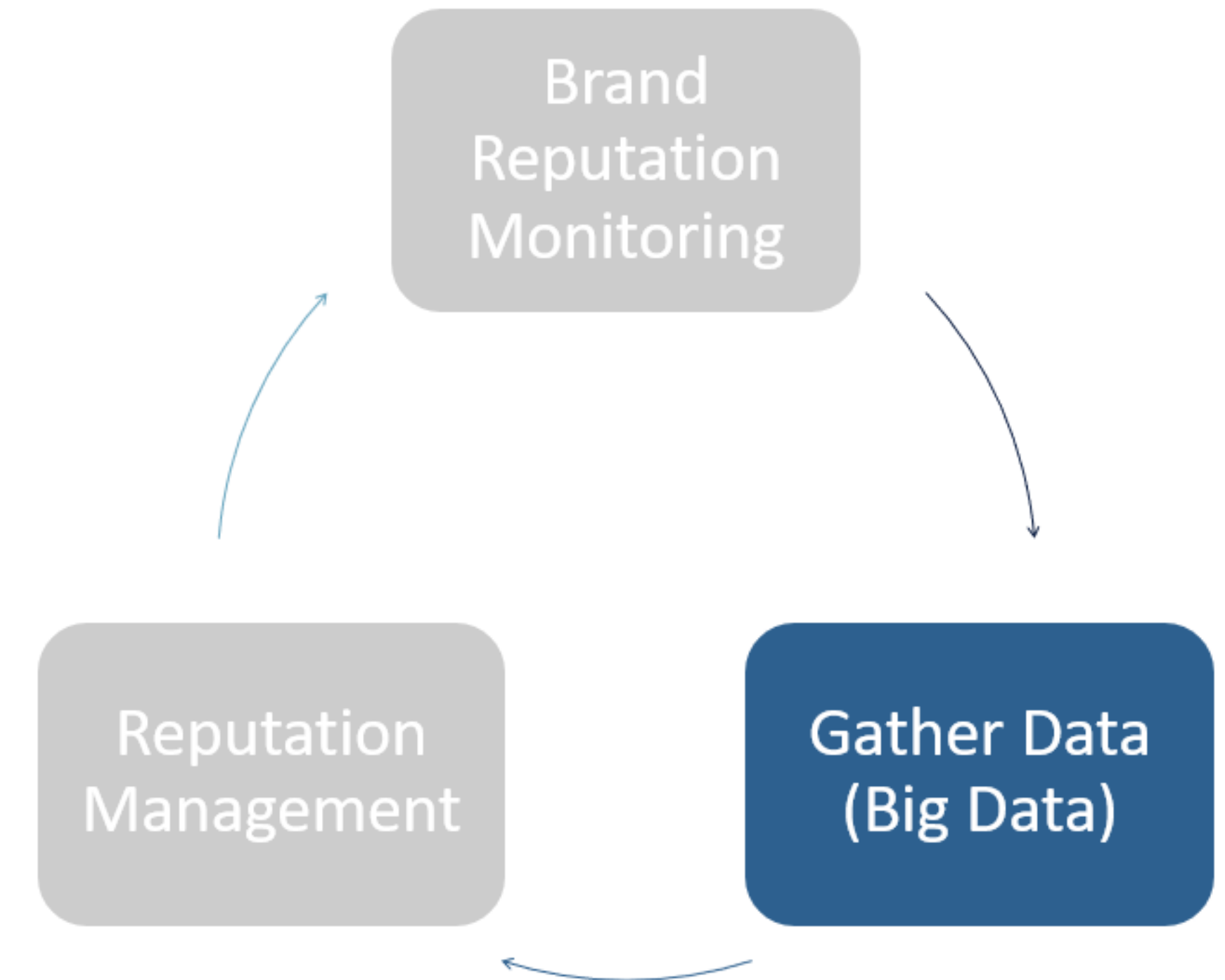
At the Bare Minimum

- Measure the volume of mentions or reviews
- Track the sentiment or score
- Sources and cloud terms
- Identify influencers



At the Bare Minimum

- Measure the volume of mentions or reviews
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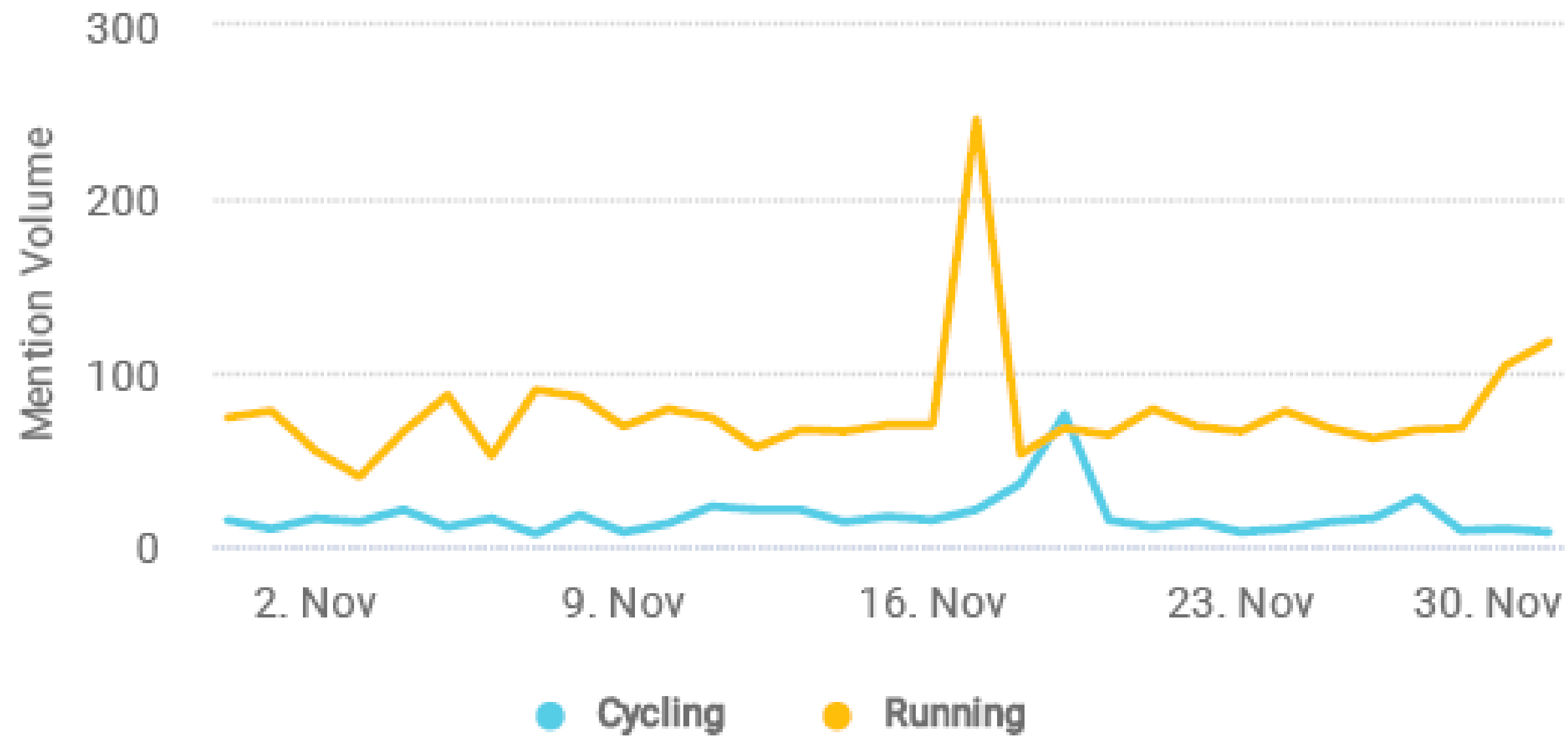
Volume History

Mention volume for days broken down by queries

Last 4 weeks

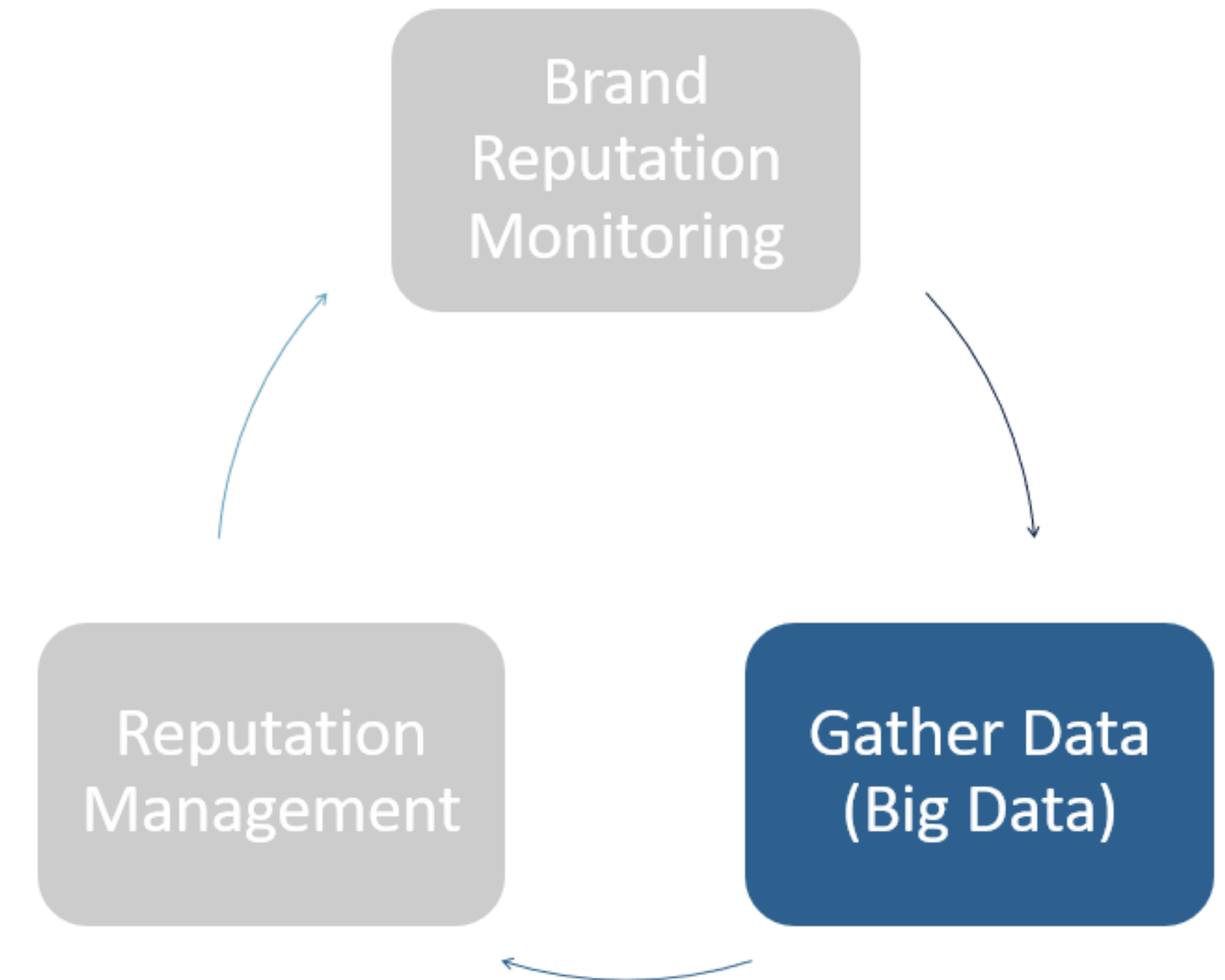
Total Volume

● Cycling	536	↗ 3%
● Running	2390	↘ -5%



At the Bare Minimum

- Measure the volume of mentions or reviews
- Track the sentiment or score
- Sources and cloud terms
- Identify influencers



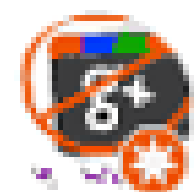
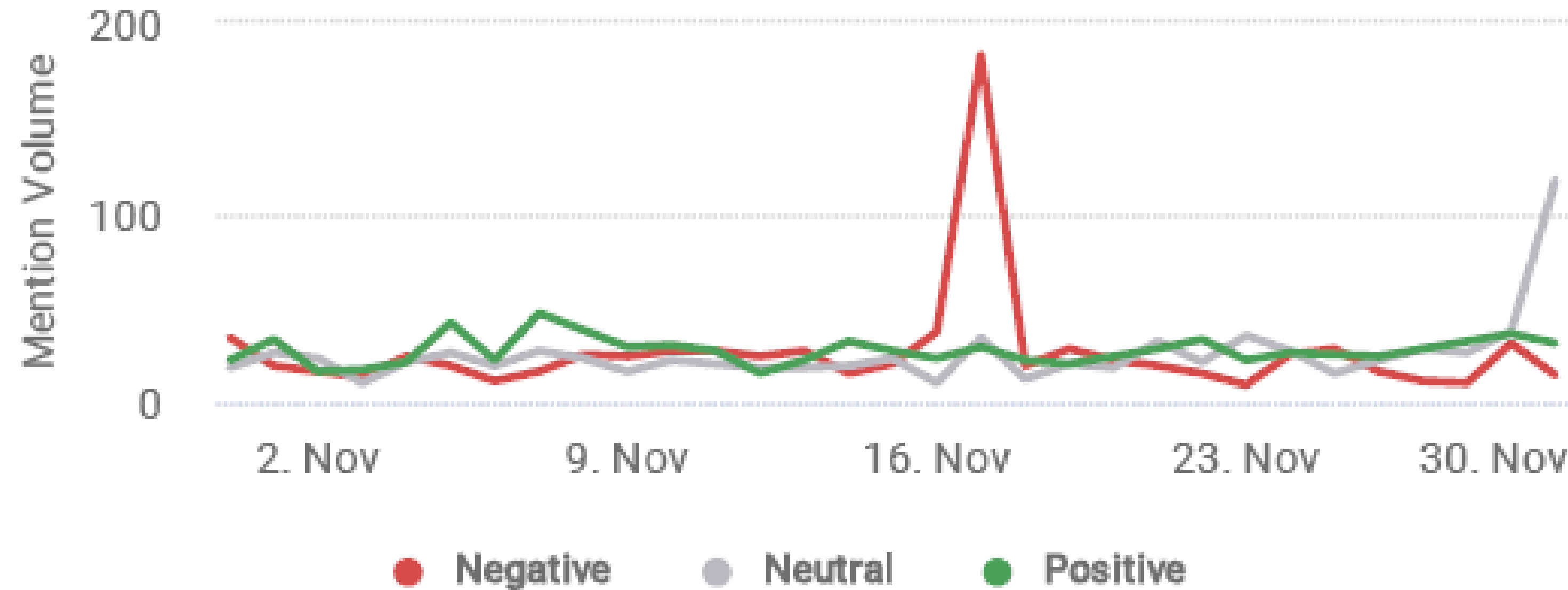
Volume History

Mention volume for days broken down by sentiment

Last 4 weeks

Total Volume

● Positive	843	↘ 8%
● Negative	808	↘ 4%
● Neutral	783	↗ 4%



R G
Local Guide · 75 reviews · 34 photos
 ★★★★★ 3 months ago

Trip type: Traveled with family

- Value
- Location
- Sleep Quality

- Rooms
- Cleanliness
- Service

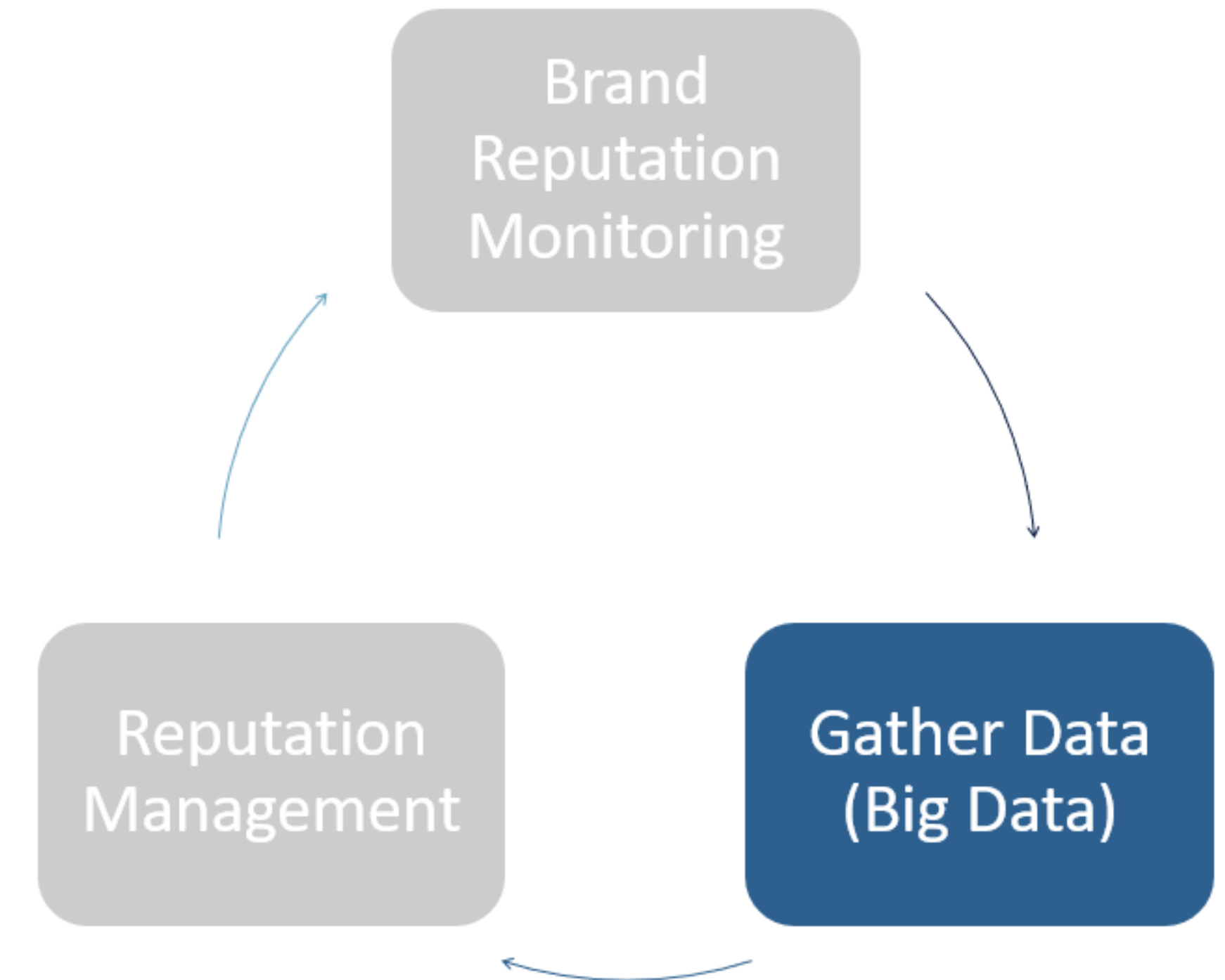
Trip type: Traveled as a couple

- Value

- Cleanliness
- Service

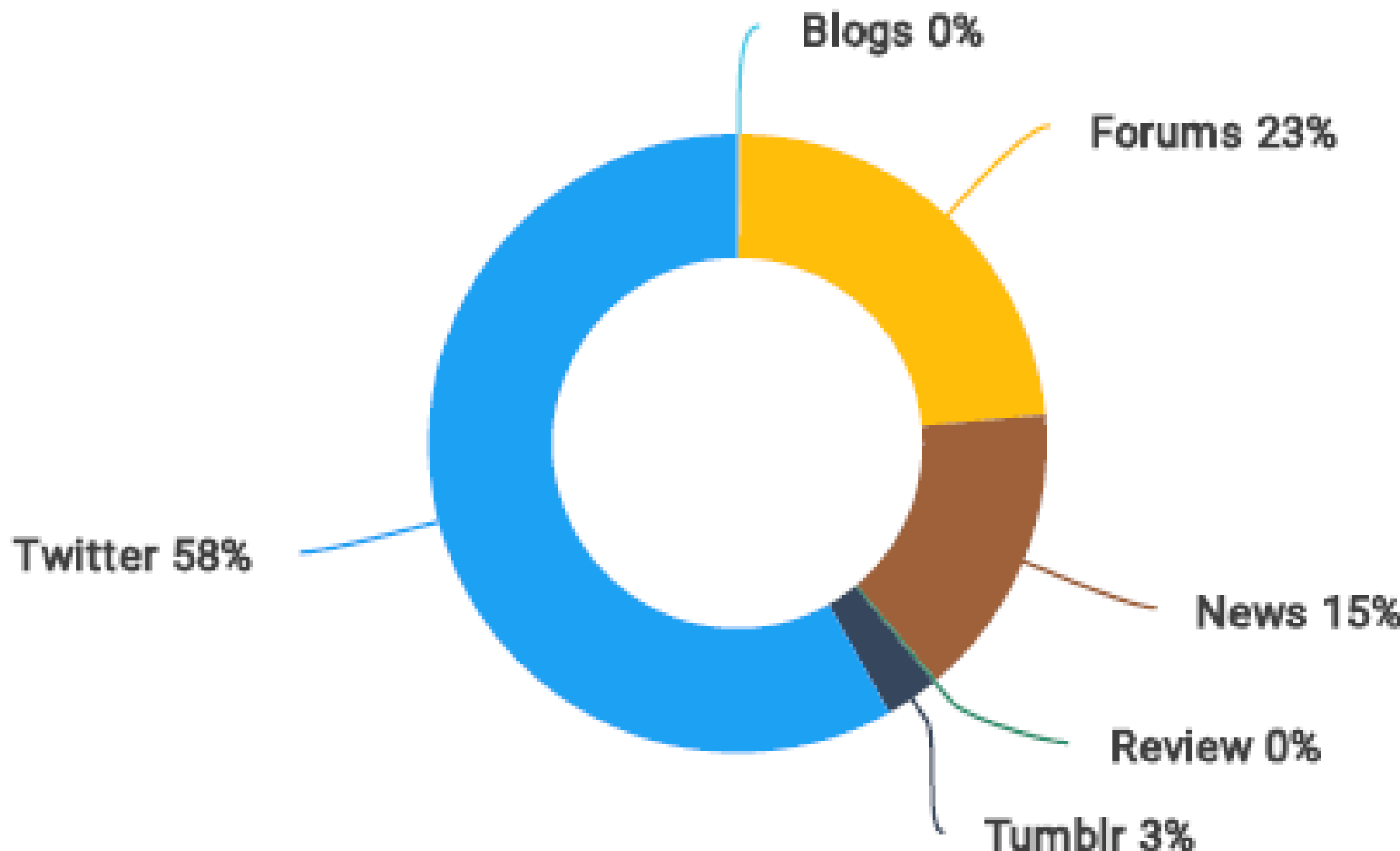
At the Bare Minimum

- Measure the volume of mentions or reviews
- Track the sentiment or score
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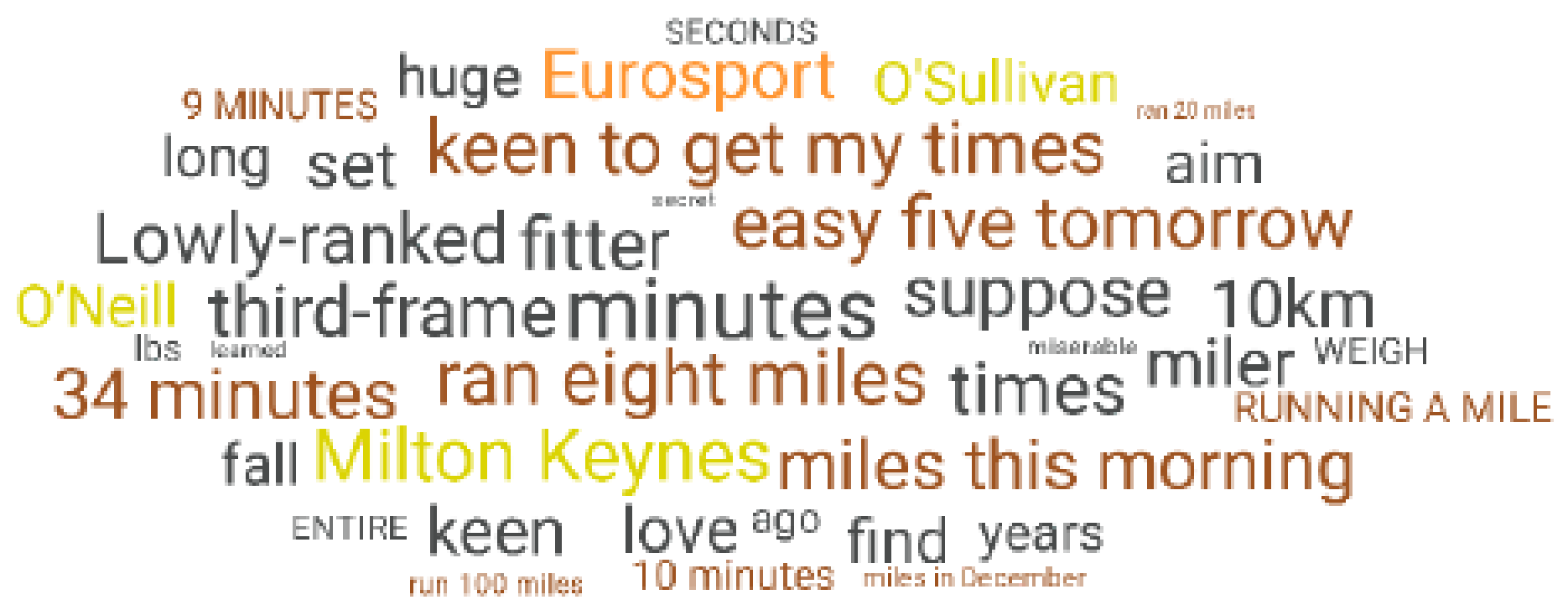
Content Sources: Running

Mention volume for queries broken down by content sources Last 4 weeks



Word Cloud: Running

Emojis, hashtags, locations, organisations, people, phrases & keywords Last 4 weeks



● Keywords ● Phrases ● People ● Organisations ● Locations ● Hashtags

Word Cloud: Cycling

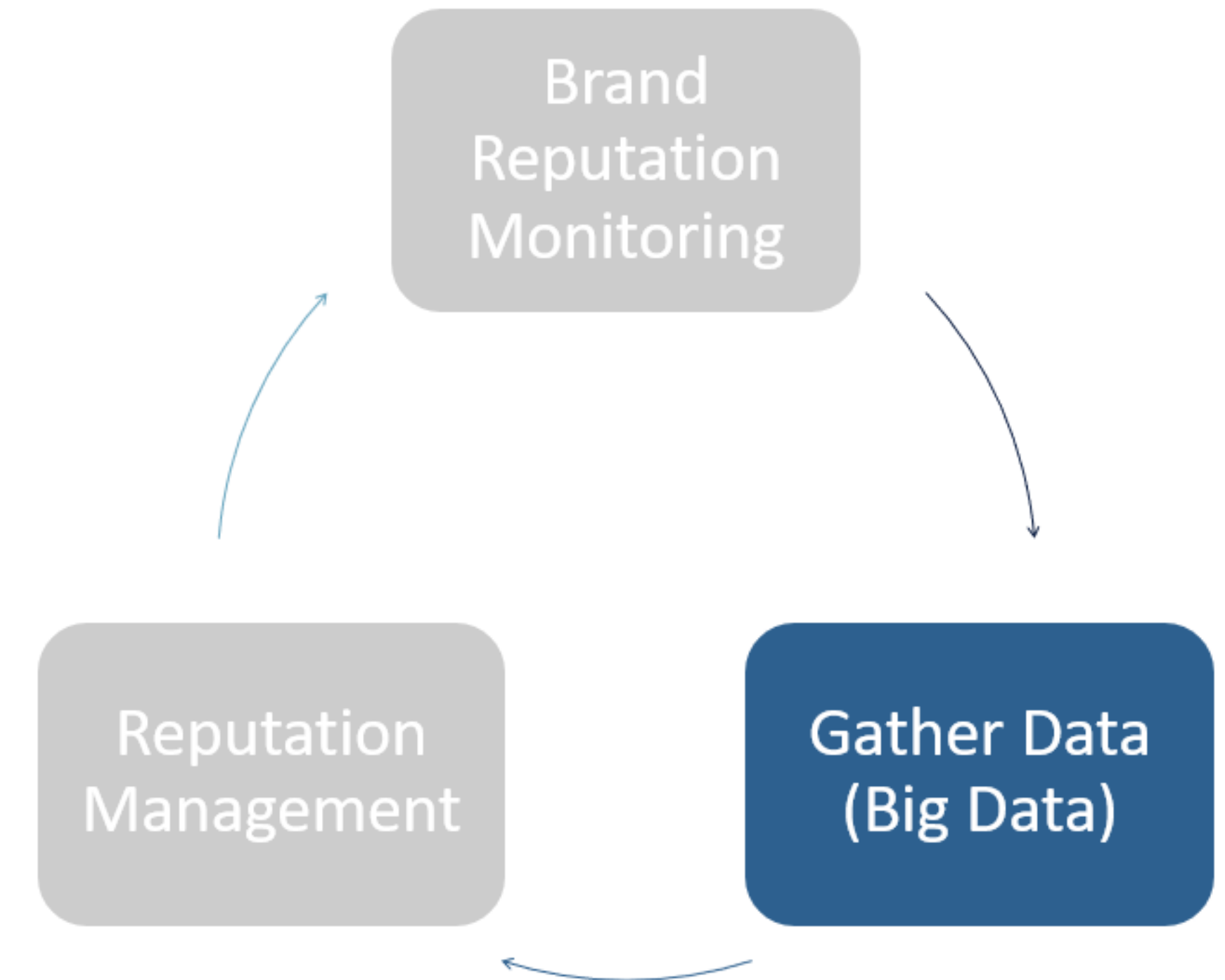
Emojis, hashtags, locations, organisations, people, phrases & keywords Last 4 weeks



● Keywords ● Phrases ● People ● Organisations ● Locations ● Hashtags

At the Bare Minimum











- Measure the volume of mentions or reviews
- Track the sentiment or score
- Sources and cloud terms
- Identify influencers



Top Authors: Running

Authors who have posted mentions about your brand the most, sorted by impact

Last 4 weeks

Name	Mentions ▼	Positive	Neutral	Negative	Impact
 247running	34	8	23	3	24
 LINCLibrarian	25	3	18	4	31
 ShannonNoy	10	0	10	0	0
 rachel_kerr	9	9	0	0	0
 mysonisno1	6	2	4	0	16
 ADogTweets_	5	2	2	1	0
 creativenr	4	2	1	1	0
 jedi58	4	1	3	0	14
 8WeekBloodSugar	3	0	2	1	31
 Hasanpatel	3	1	2	0	28

TripAdvisor Report and Analytics

August 4, 2018

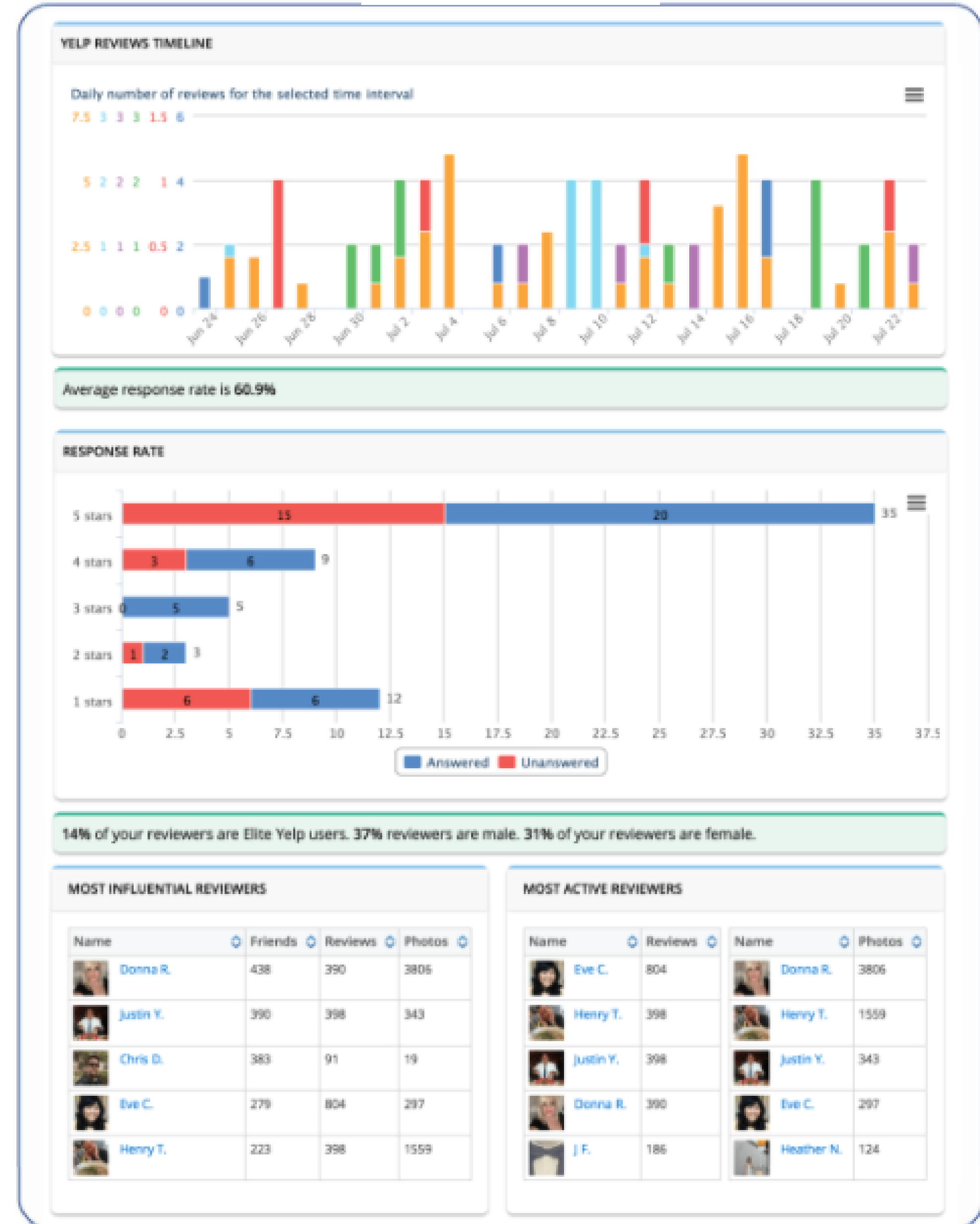
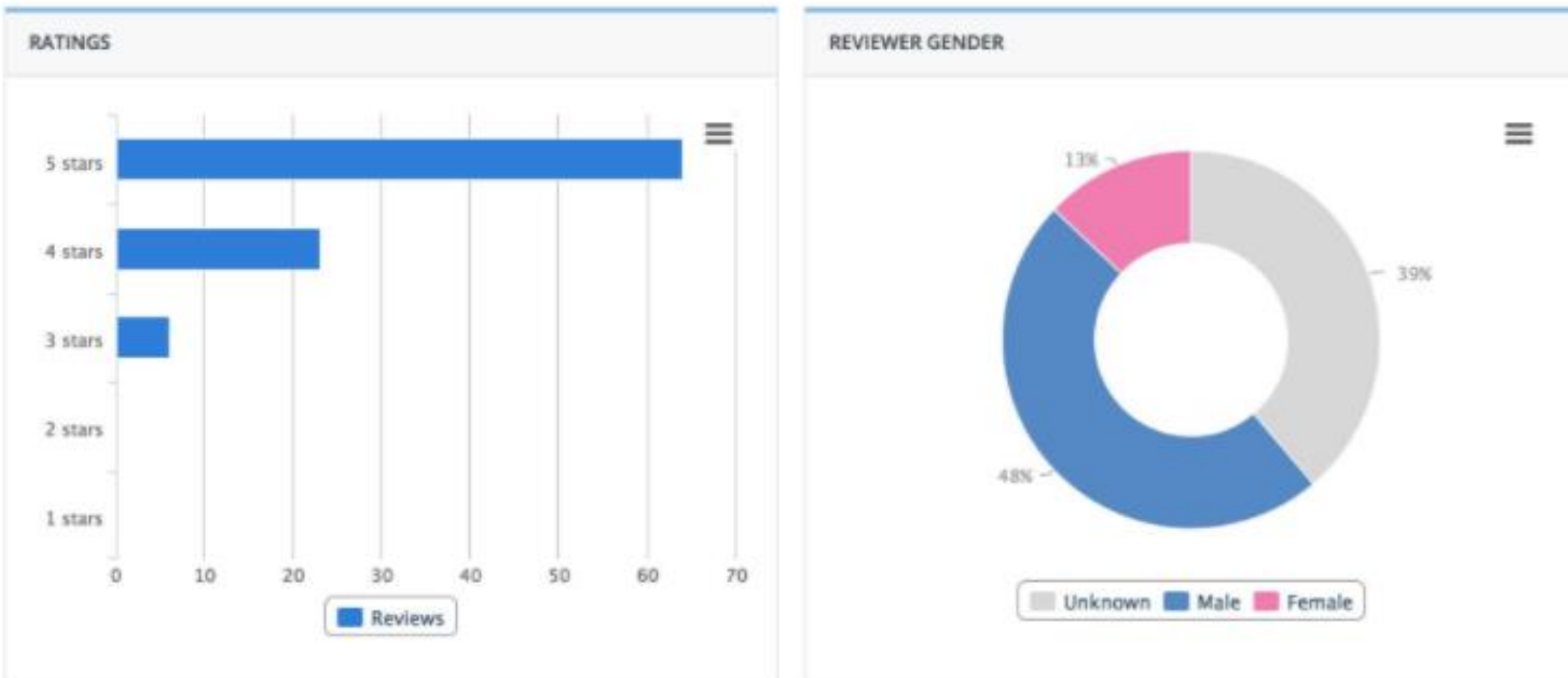
Here's an example of TripAdvisor analytics via Social Report:

TripAdvisor Stats Summary:



Rating Timeline:

93 reviews during this period with an average rating of 4.6



Reputation Management in Google SERPs

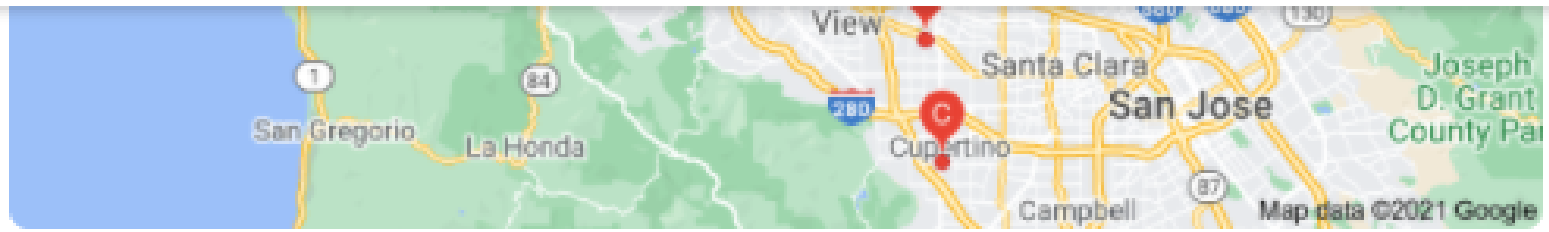
SERM is the process of controlling what shows in the Search Engine Results Page about a company and brand (Search Engine Reputation Management).



Reputation in Google

- Business reviews can now appear in search results
- A company or product business reviews and ratings can now be included in search results.
- When a user performs a search on Google, Google will find and possibly display review summaries from online business reviews and consumer ratings.





Hours ▾

A Popeyes Louisiana Kitchen
 Redwood City, CA, United States · +1 650-701-1983
 Open · Closes 9PM
 ✓ Dine-in · ✓ Takeaway · ✓ Delivery

B Popeyes Louisiana Kitchen
 Sunnyvale, CA, United States · In Civic Square Shopping Mall · +1 408-...
 Open · Closes 10PM
 ✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery

C Popeyes Louisiana Kitchen
 San Jose, CA, United States · +1 408-861-9465
 Open · Closes 9PM
 ✓ Dine-in · ✓ Takeaway · ✓ Delivery

→ View all

Google popeyes chicken in Palo Alto

Hours ▾

Popeyes Louisiana Kitchen
 Redwood City, CA, United States · +1 650-701-1983
 Open · Closes 9PM
 ✓ Dine-in · ✓ Takeaway · ✓ Delivery

Popeyes Louisiana Kitchen
 Sunnyvale, CA, United States · In Civic Square Shopping Mall · +1 408-...
 Open · Closes 10PM
 ✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery

Popeyes Louisiana Kitchen
 San Jose, CA, United States · +1 408-861-9465
 Open · Closes 9PM
 ✓ Dine-in · ✓ Takeaway · ✓ Delivery

Popeyes Louisiana Kitchen
 Newark, CA, United States · In Westlake Lido...
 Open · Closes 10PM
 ✓ Dine-in · ✓ Drive-through · ✓ Delivery

Can't find what you are looking for?
[ADD A MISSING PLACE](#)

Looking for something different?
[See web results](#)

Review summary ● [Write a review](#)

4.0
 863 reviews

"This place is fairly good at cooking and fast friendly service late at night."
 ★★★★★

"2 chicken strips 4 shrimp in fried batter, Cajun fries, biscuit."
 ★★★★★

"When you want some quick food like chicken beans and rice Popeyes is where to go"
 ★★★★★

Google reviews

Courtney Warren
 Local Guide · 11 reviews · 6 photos
 ★★★★★ 3 days ago [NEW](#)

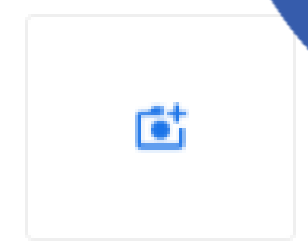
The doors were wide open--lots of circulating air for Covid safety. The food. Omg. So so good. Spicy chicken sandwich? Drool. Crispy, saucy, spicy, juicy, with pickle. Biscuits? Saltily delicious. Cajun fries? Ditto. Loved dipping in a ... [More](#)

Popeyes Louisiana Kitchen

C Carlos Guzman
 Posting publicly ⓘ

Your content will appear publicly in Google's services across the web with your profile name and photo. It must comply with Google's policies. [Read more](#)

Share details of your own experience at this place



Popeyes Louisiana Kitchen

C Carlos Guzman
 Posting publicly ⓘ



Share details of your own experience at this place

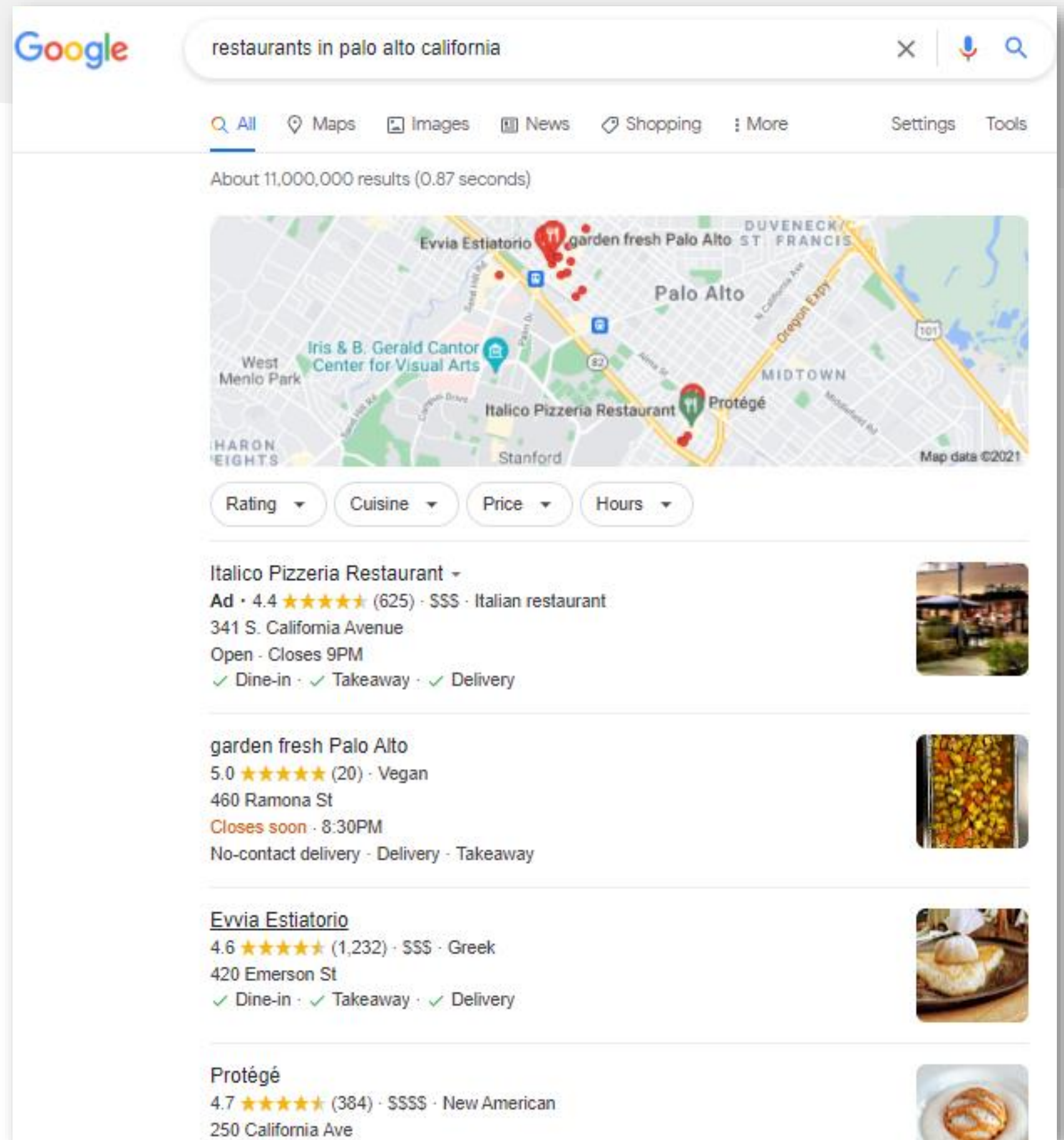
The Strategy in Google

- Maintain a good SEO presence and dominate the top positions of your branded searches with good content.
- Move negative reviews out of the first search results page (SERP) and replace them with positive information.
- If Google showcases a negative review for your branded search query, you need to optimize and cleanse Google.



The Strategy in Google

- Google My Business
- Positive reviews
- Good SEO
- Good PR campaign for news sites and blogs



Benefits of Reputation Monitoring and Reputation Management

5 Concrete Benefits of Social Listening

1.

- Boosting your sales.

2.

- Getting to know your audience and competitors better.

3.

- Measuring the results of your marketing campaigns and identifying elements to adjust.

4.

- Seizing the real impact of any mentions (volume and sentiment).

5.

- Taking your customer experience to the next level by spotting and reacting to negative comments.

Social Listening - Only With Tools



- Manually monitoring your brand name manually is time-consuming
- New channels emerge every day
- It's also easy to miss crucial mentions
- Brand monitoring tools provide valuable data

5 Concrete Benefits of Review Monitoring

1.

- Boosting your sales.

2.

- Monitoring your audiences and competitors.

3.

- Taking your customer experience to the next level by spotting and reacting to negative comments.

4.

- Leveraging positive reviews across your business (sales, marketing, customer service).

5.

- Learning which messages resonate better with your audience.

Review Sites



Review Website	U.S. Alexa Ranking	Reviews Best For	Avg. Monthly U.S. Traffic	% U.S. Traffic (of Total)
Google My Business	1	any business	158.03 million	19.6%
Amazon	3	e-commerce related	85.44 million	63.6%
Facebook	4	any business	85.57 million	23.1%
Yelp	64	any business	40.47 million	87.5%
Trip Advisor	118	related to food, restaurant, travel	28.27 million	50.4%
BBB (Better Business Bureau)	647	any business	6.15 million	72.1%
Yellowpages	694	any business	10.5 million	70.0%
Manta	957	any business	6.48 million	67.0%
Angies List	1,755	service related business	5.44 million	72.4%
Foursquare	2,418	any business, mostly restaurants	3.67 million	19.3%

5 Concrete Benefits of Search Reputation

1.

- Google is the first-place people go to search your business.

2.

- A good comment or review in Google side-by-side with your product or service listing enhances your brand.

3.

- Leveraging the positive feedback is easier.

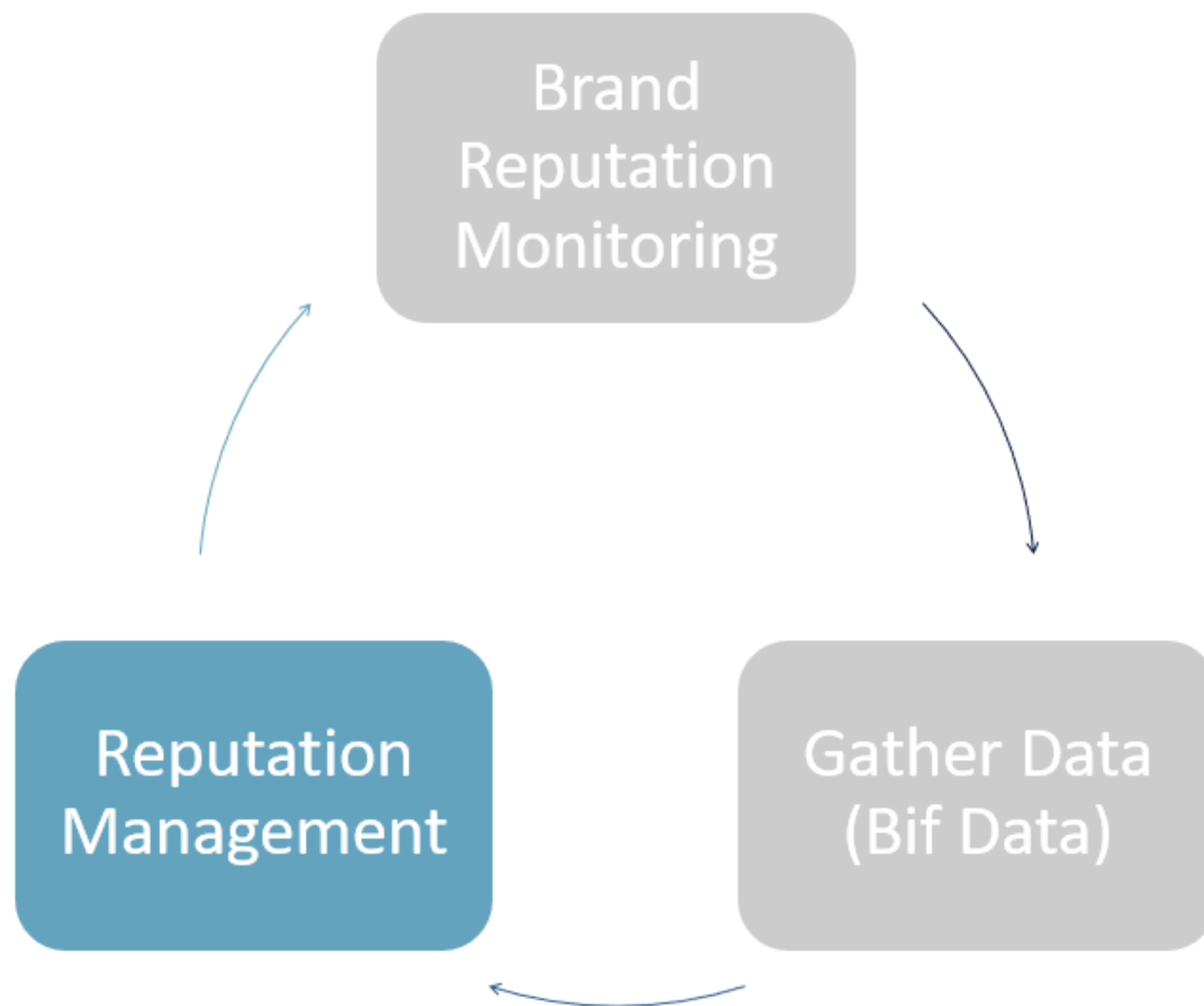
4.

- Good SEO can help the rest of your digital marketing strategy.

5.

- Content can really make a difference.

Reputation Management



- Your job is to find all the comments and reviews and react properly.
- Spot a potential brand crisis before it escalates.
- Speedy reaction to all negative and positive posts.

A Small List of Tools for Social Listening and Review Monitoring

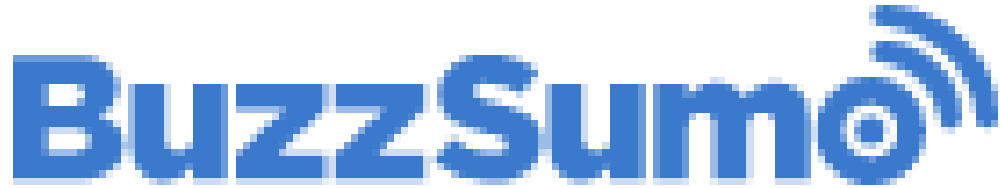
Although there are many tools, all of them are different, some of them have similar functionalities, but if you want to conduct a good reputation monitoring, you might need more than one.

Tools

Social Listening



BRAND24



Monitoring



socialmention*



Review Monitoring & Management



Why Respond to Reviews?

Why Respond?



94% of consumers say that a bad review has convinced them to avoid a business.



40% of consumers expect brands to respond within the first hour of reaching out on social media, while 60% expect a response in the first 24 hours.



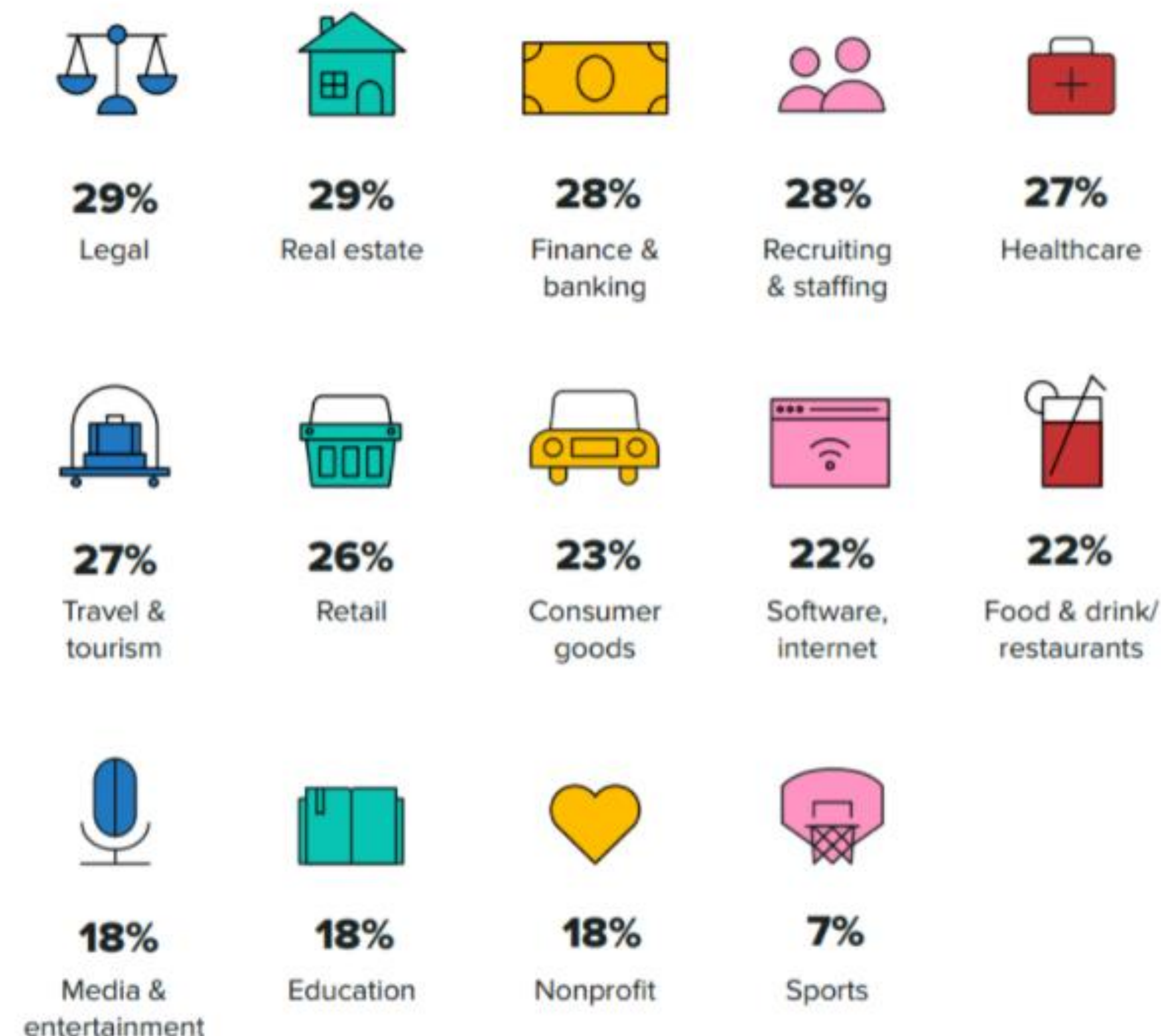
44.6% of consumers say they're more likely to visit a business that responds to negative reviews.



Restaurateurs responding to a 1 or 2-star review have a **33%** higher probability of the customer coming back and potentially upgrading their review.

Response Rates by Industry

Social response rates by industry



- Look for your industry
- Look for the response rate in your industry
- Aim to respond better than your industry
- Position your business on top of your competition

SOURCE: <https://sproutsocial.com/insights/social-media-response-time/>

How Should You Respond to Reviews?

How to Respond to Negative Reviews



7 Ways to Deal with Negative

1 Don't take it personally.

2 Don't try to argue. Empathize. Address the reviewer.

3 Say thank-you.

4 Apologize, sympathize, and take responsibility.

5 Make things right. Resolve or address issues.

6 Take the issue offline.

7 Go the extra mile and ask for a second chance.



R G

Local Guide · 75 reviews · 34 photos

★☆☆☆☆ 3 months ago

No sound absorbing materials, extremely loud. Party groups right next to people trying to dine. Fish the size of a thick cell phone battery. Good flatbread pesto. Excellent cinnamon ice cream. But never again.

 Like

Response from the owner 3 months ago

While it's great the ice cream and flatbread pesto impressed you, I'm sorry if your experience could've been better. If you had any preferences with the seating, we would've been happy to accommodate if something else had been available. We are a Tavern but we do have an upstairs available for dining that is a little better on the ear. I hope you'll give us another chance so you can get the kind of excellent experience we're known for. -Bonni



R G

Local Guide · 75 reviews · 34 photos

★☆☆☆☆ 3 months ago

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👍 Like

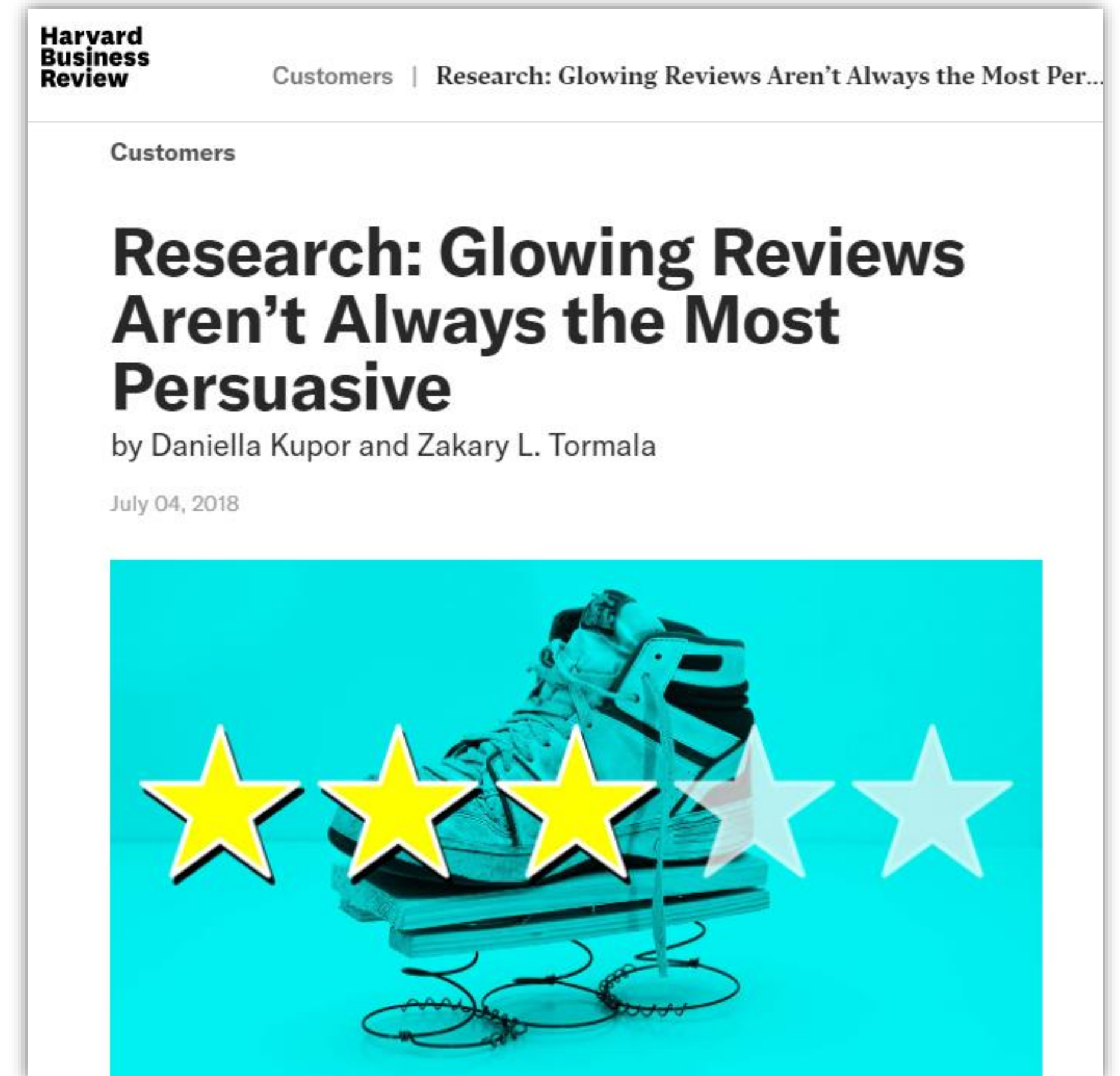
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A Negative Review is Not All That Bad

Why Negative Reviews Can Be Positive

- Negative reviews can actually increase your credibility.
- Consumers like to see a mix of good, moderate, and bad reviews.
- Research from **Harvard Business School** found that moderate positive reviews are oftentimes more persuasive than excessively positive reviews.



<https://hbr.org/2018/07/research-glowing-reviews-arent-always-the-most-persuasive>

Negative Reviews Will Happen...
Have a Plan for the Negatives!

How to Prepare for Negative Reviews

1. Respond in a timely manner
2. Assign ownership of the process
3. Publish an internal response policy
4. Empower the people responding
5. Have a tracking system that assures all negatives are addressed



How to Respond to Positive Reviews



7 Ways to Respond to Positive

1 Responding to a positive review opens new opportunities.

2 Say thank-you.

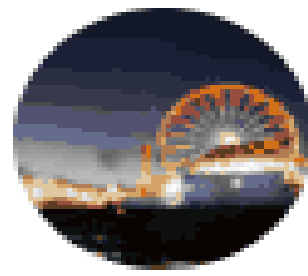
3 Reinforce the positive.

4 Pass along the compliment and share with your team.

5 Tell customers you'd love to see them again.

6 Mention other products or services.

7 Share the review with the world.



eightsgoeast

38 24

How come everybody here is so nice?

Review of Kimpton Hotel Monaco Philadelphia

5 stars Reviewed 20 October 2013

Lots of small things add up to the best imaginable hotel stay. A glass of wine for the late arrival after a very long drive. Someone in the elevator lobby to make sure the key card-operated elevator experience works smoothly. Advice on less expensive alternatives to the hotel's valet parking. Never making you feel like you're asking for too much, and dealing with complaints rapidly and thoroughly. Looking really glad to see us. And of course the goldfish.

[Show less](#)

Date of stay: October 2013

Trip type: Traveled with family

5 stars Value

5 stars Location

5 stars Sleep Quality

5 stars Rooms

5 stars Cleanliness

5 stars Service

[Ask eightsgoeast about Kimpton Hotel Monaco Philadelphia](#)

4 Thank eightsgoeast

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Jessica L, Manager at Kimpton Hotel Monaco Philadelphia, responded to this review

Responded 29 October 2013

Everyone is so nice because we have the best guests! And we've figured out what makes every guest happy: coffee in the morning, wine in the evening, and a friendly fish to come home to. Honestly, where are just there to help with whatever you need.

Thanks for the love!

Jessica

Jessica Lavin

Hotel Manager

Jessica.lavin@hotelmonaco.com

How to Build Positive Reviews

Today, the customer checks the company before using its offer even if they're going to do it offline. They don't look only for the product descriptions, but also want to know **other client's opinions.**

Tips for Building Positive Reviews

1. Monitor your brand
2. Design a user-friendly website
3. Show your expertise and your authority through a blog
4. Be active in social media
5. Reply to every question or opinion
6. Share your achievements and awards
7. Keep your content simple



If you provide a good service or product...
Don't be Afraid

**If you aren't monitoring and
managing your online brand reputation...
Be Afraid!**

In Summary

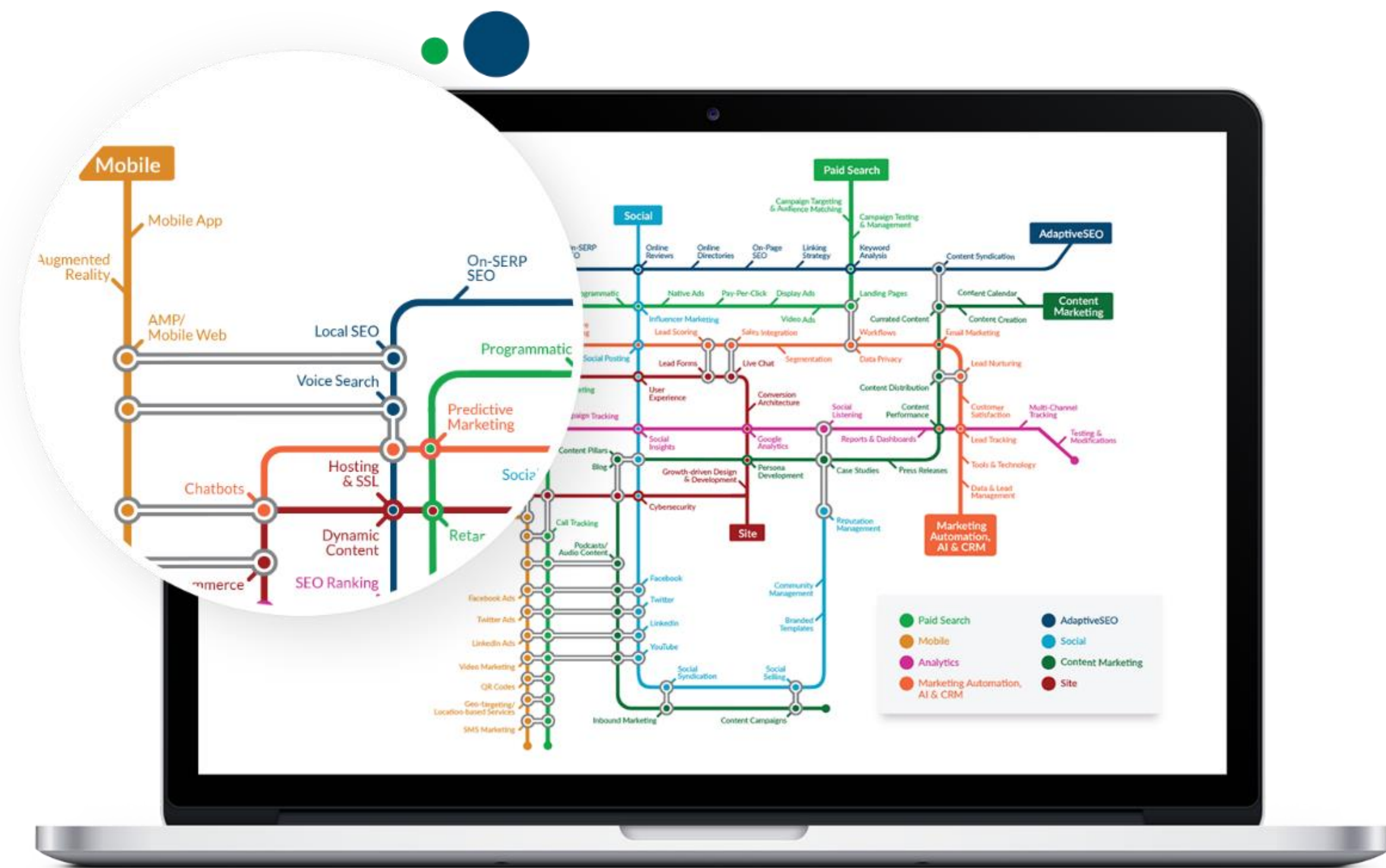
1. Monitor your reputation (social listening review tracking and Google)
2. Track volume, sentiment (score), sources, cloud terms and influencers
3. Reputation management helps boost your sales
4. Leverage the power of technology, we provided a list of some useful tools
5. To manage your reputation in Google, you need a good SEO strategy
6. Respond to negative and positive reviews

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Need help with your online reputation management strategy or want to build significant brand trust and credibility online?

Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit <https://bit.ly/wsibook3>





Thanks for joining us. See you next time!

June 30th webinar is on Website Accessibility