



JOHN S.

"BEST CUSTOMER SERVICE
I'VE EVER HAD!"



GUIDE TO EARNING A 5-STAR REPUTATION ONLINE

EVERYTHING YOU MUST KNOW ABOUT MANAGING YOUR ONLINE REPUTATION

INDUSTRY REPORT

How to Get **A 5 Star Reputation In 30 Days Or Less!**

You've just made the best decision by downloading this report.

**We're about to show you the secret
to boosting your online reputation
to 5 stars in less than a month!**

Stop losing customers to your competition, with this effective strategy.

In this report you will learn to:



We've crafted the perfect plan for you and our strategies are so easy that you can start seeing results in as little as 48 hours from now.

**Want To Know More About This
Strategy And Its Benefits? We'll Give
You Everything You Need To Know.**

Contact Us Today

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5 Questions To Make Sure **You're Ready To Transform Your Online Reputation:**

Are you ready to:

1. **Win your target market?**
2. **Raise your website traffic by at least 200%?**
3. **Drive your sales and annual revenue?**
4. **Become the go-to expert in your niche?**
5. **Crush your competition?**

If you said "YES" to any of these questions, you have to keep reading.

We've compiled an expert industry report on this game-changing strategy. Every page contains key information that will take your business to the next level.

By the time you're done reading the report, you'll be equipped with **everything** you need to know about **winning** your audience, **boosting** your expert status, and **securing** more sales.



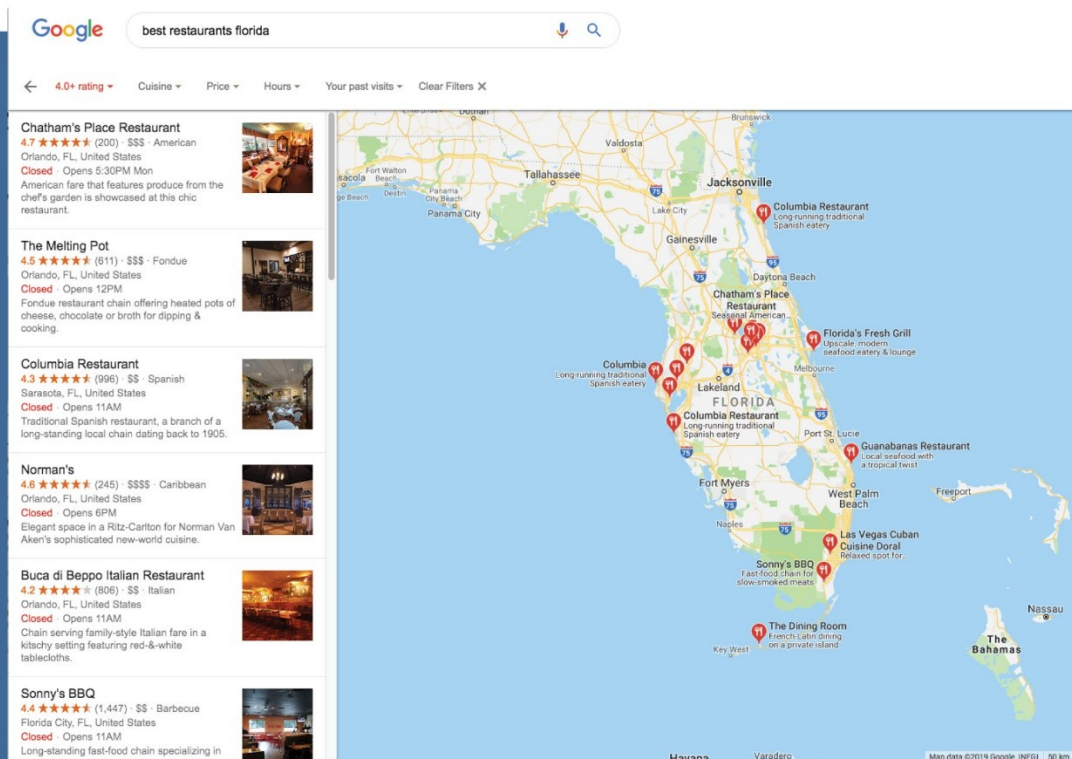
What Is Your Online Reputation?

Simply put, your online reputation is how your customers and potential customers see you when they search for you online.

The sites that list your company and your reputation are called “Local Directories”. These sites, combined, represent millions of potential customers for local businesses like yours.

Top listing directories include: Google, Yelp, YellowBot and InsiderPages.

When someone searches for your business, this is what they'll see:



These search results will determine if a potential customer will buy from your business or not.

85% of consumers trust online reviews about businesses as much as personal recommendations. Your online rating could be the reason your prospects choose your business over your competitors.

A poor online rating could cost you customers, decrease your sales, and put you far behind your competition.

Customers value online reviews and recommendations, and that is why your business cannot ignore them.

This Is What Harvard Is Saying About Your Business' Online Reputation

CASE STUDY

A UC Berkeley study revealed that a half-star increase in a restaurant's Yelp rating can lead to a major increase in sales.

So, if a business' rating goes from 3.5 to 4 stars on Yelp, the business is **30-49%** more likely to sell out all its evening seats.

Online reviews, the researchers conclude, "play an increasingly important role in how consumers judge the quality of goods and services."

But this isn't just for restaurants. Any business can seriously benefit from an increase in their online rating.

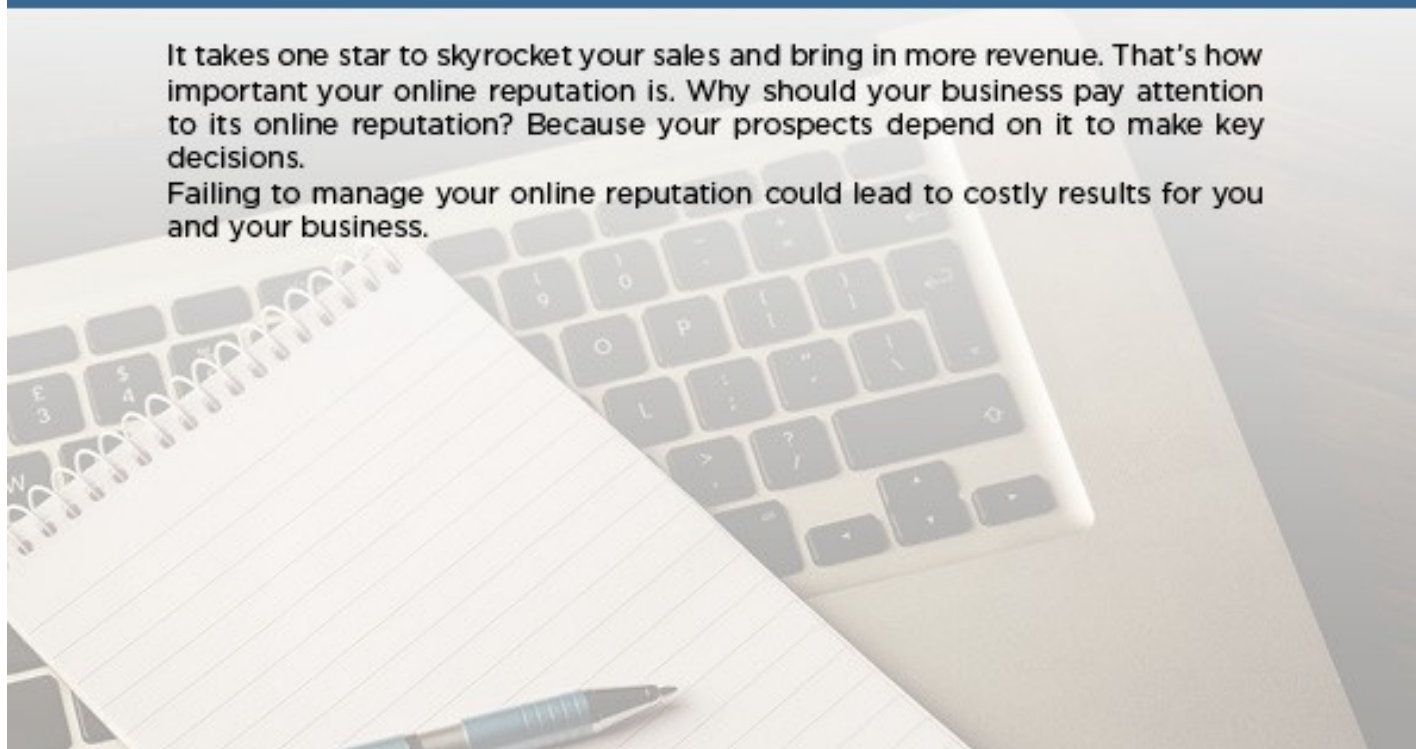
Harvard Business School revealed that a **one-star** increase in a business' Yelp rating can increase business revenue by up to 10%.

When Speedy's Tacos, in Sunnyvale, bumped their Yelp rating from 3 stars to 4, their annual revenue went up by almost \$100,000.

That's how powerful your business' online reputation is. One star could be your key to seriously boosting your profits.

It takes one star to skyrocket your sales and bring in more revenue. That's how important your online reputation is. Why should your business pay attention to its online reputation? Because your prospects depend on it to make key decisions.

Failing to manage your online reputation could lead to costly results for you and your business.





A Better Reputation Can Grow Your Business By 30 - 49%!

The truth is: consumers research online before you even know that they are considering using your service or buying your product. And because reviews and information about a company can be found so easily online, those customers will be seeing all the information that's out there about your company.

This is how much the influence of online reviews has grown:

97%

of consumers read online reviews to find a local business.

Your potential customers are using other people's recommendations to look for you. You have to make sure that all they're seeing are **good reviews**.

85%

of consumers trust online reviews about businesses as much as personal recommendations

Your customers are taking other people's reviews to heart. If they see negative reviews, they won't consider your business.

74%

of consumers trust a company more if they read positive reviews

Positive reviews lead to closed deals and boosted sales. Are you showing your prospects the best side of your business?

89%

of customers look at reviews before making a buying decision

Want more customers to buy from you? Give them the incentive with 5-star reviews and a stellar online reputation!

87%

of customers comparison shop every purchase

Right now, your customers are comparing your business to your competitors. Your online reputation will be the push that helps them make a final decision. You have to make them choose your business.

With a **great online reputation** your business can:

1. **Build trust and credibility**
2. **Boost your profits**
3. **Control your brand's image successfully**
4. **Build a brand loyal community**
5. **Gain a big competitive advantage**

Any business owner knows that word of mouth is a very powerful way to grow your small business. Good recommendations are the key to boosted sales and more loyal customers.

Online reviews are the new word of mouth. Everyday, customers are talking about your business.

Do you know what they're saying?

Without your knowledge, anyone could be posting comments about your company, giving negative reviews and costing you a lot of money. Do you know how to protect your online reputation from being tarnished?

The biggest mistake you could make is to stop reading this report. Without our expert guidelines, you will struggle to win over your target market, and you'll keep losing customers to your competitors.

Online Directories Can Manipulate Your Reputation... Now, You Can Stop Them!

Fun Fact: your online reputation is a combination of mathematical algorithms. Basically, machines decide which reviews should appear when prospects search for your business.

Yelp uses a filtering algorithm to find your “best” reviews and block any spam. But this algorithm is blocking a **lot** of your positive reviews, too.

But you can change that.

Algorithms filter out your good reviews if your customer:

- **Doesn't have a profile picture**
- **Has never reviewed other businesses**
- **Sounded “too positive” in their review**
- **Left a short, undetailed review**

Most search results are arranged by popularity, not when the review was posted. Older, outdated information can show up first if enough people click on them.

So, you could be losing customers to competitors because of a machine's choices. You could be making \$100,000 more in annual revenue, but these algorithms are holding you back.

But you can change this by educating your customers on how to make reviews that will pass the algorithm.

You should encourage your customers to:

Write Yelp reviews regularly.

A “good” Yelp reviewer should leave reviews for at least 10 businesses, regularly. It builds their profile and also benefits their favorite local businesses. But, these reviews need to be real and honest.

Connect their account to Facebook.

This is the perfect way for your customers to verify their accounts.

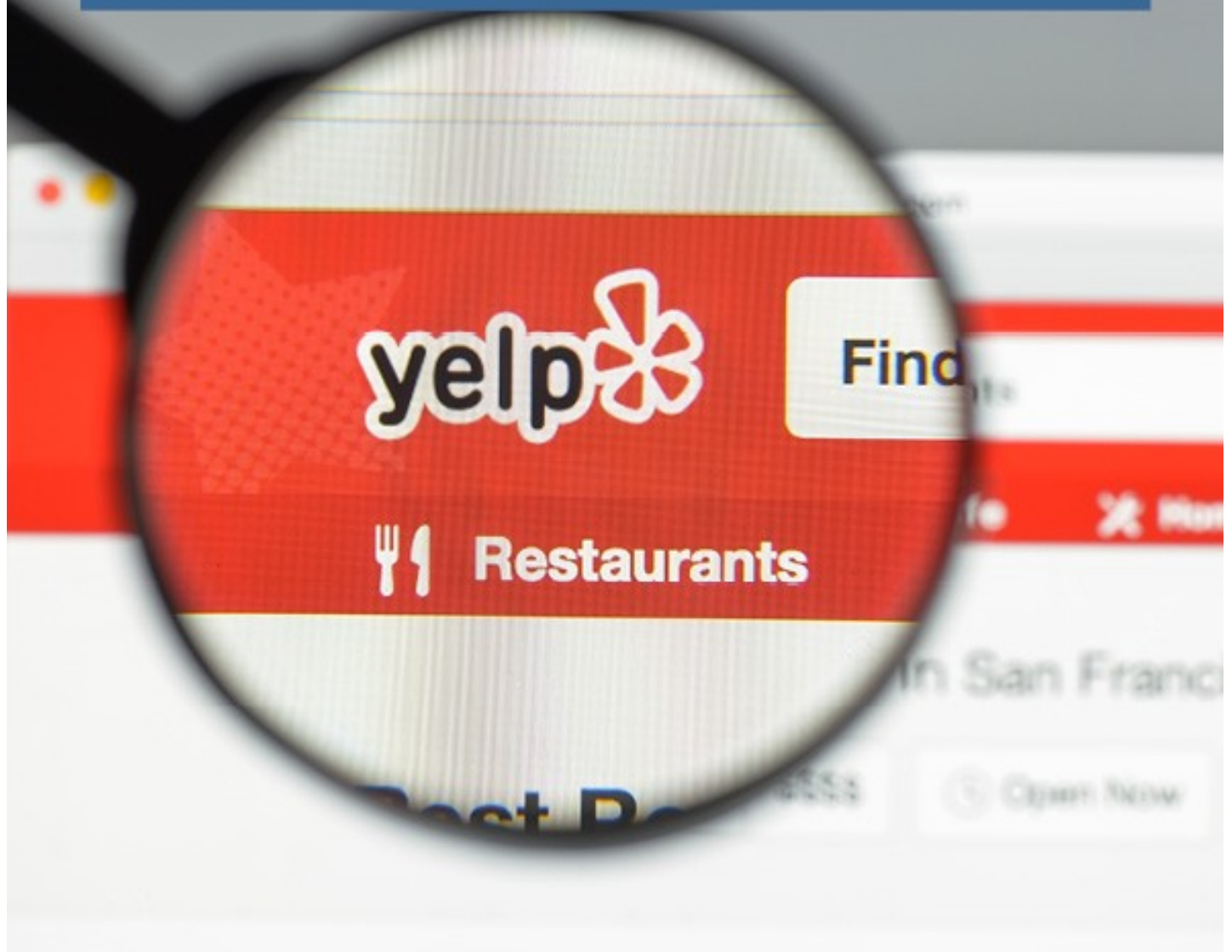
Make friends.

Yelp is more likely to boost reviews from interactive users with friends. So, you should encourage your customers to use Facebook and email to send invites to their contacts, regularly.

Download the Yelp app and check in.

This boosts your customers' profiles and also helps other people see where your business is located whenever a customer visits.

Don't forget to respond to **every** review you get - positive and negative. Customers appreciate businesses that interact with them, and so does Yelp. Potential customers are also more likely to trust a business that responds to **all** the reviews they get.





Quick Start Guide To Managing Your Online Reputation

Five Steps To Getting On Top Of Your Online Reputation

Over 70% of business owners don't know what customers are saying about their businesses. You can't be one of them. The key to getting a 5-star reputation is knowing what your customers are saying, and getting on top of any negative reviews about your business.

To help you get started, here are five important steps to take:

1 Find the platforms your consumers are using the most and which are the most influential to your business.

Start with looking at Yelp, Google, Facebook, and InsiderPages. Move on to local directories that are in your niche and search for any reviews on your business.

2 Make sure you have an active account on each of these platforms, have full control over your business pages, and understand each platform's policies.

Customers love it when businesses respond to their reviews. You can boost your business' reputation by actively engaging with all your customers, and providing key tips and offers on your profiles.

3 Go through all existing reviews, making sure to flag inappropriate or spam reviews and respond to any negative feedback.

Key tip: If you find negative reviews or comments, address them immediately. Ask for details on the problem, and assure them that you will research it, and also ask if there is anything you can do to help immediately. Whatever you do, make sure that you follow through.

4

Do this at least once a week.

Managing your online reputation is a constant thing. Customers search for your business everyday. You need to make sure that everything they see makes them want to trust your business and **buy**.

5

Come up with a comprehensive strategy to increase your positive reviews and make responding to negative reviews successful.

This step is the most challenging one for business owners. You won't know where to start searching, or how to handle a negative situation the right way. The first step to successfully managing your online reputation is to hire a **professional marketing consultant** who is an expert in online reputation management. The skills and experience needed to manage your reputation effectively go far beyond anything you can achieve on your own.

With a professional's assistance, you can totally transform your reputation and boost your sales by over 400% in less than a year!





How This Business Reached Over **15 Million Prospects After Hiring A Professional Reputation Marketer**

CASE STUDY

A big national retailer with hundreds in the US wanted to strengthen their online presence and boost their sales.

However, they:

- **Had no Facebook pages for their locations**
- **Lacked anyone to successfully manage social outreach or advertising**
- **Were not generating leads or conversions from advertising as expected**
- **Had very little website traffic**
- **Had a poor online reputation**

They approached a professional reputation marketing service and a strategy was devised immediately. The game-changing strategy included:

Content creation and publication of the company's Facebook pages

End-to-end community management — continuous monitoring, responding and moderation

Actionable, engaging and efficient ad campaigns

Ongoing optimization — campaign refinement leveraging advanced demographic and behavioral data

With their new strategy, the company achieved the following results in less than a year:

- **Grew Facebook page likes from zero to over 3,000**
- **Reached over 15 million potential customers with highly targeted Facebook ads**
- **Prompted more than 545,000 click-throughs from social advertising**
- **Generated over 10,000 calls to their locations**
- **Boosted their online star rating after successfully curating their reviews**

The key to getting these results was hiring a professional service. This retailer knew they couldn't do it on their own, so they found the best company to do it for them.

You can achieve similar results, no matter how big or small your business is. You just need an effective reputation marketing strategy. A professional reputation management consultant can provide you with a killer strategy and transform your online reputation in less than a month.

■ The key is to find the right professional for you.

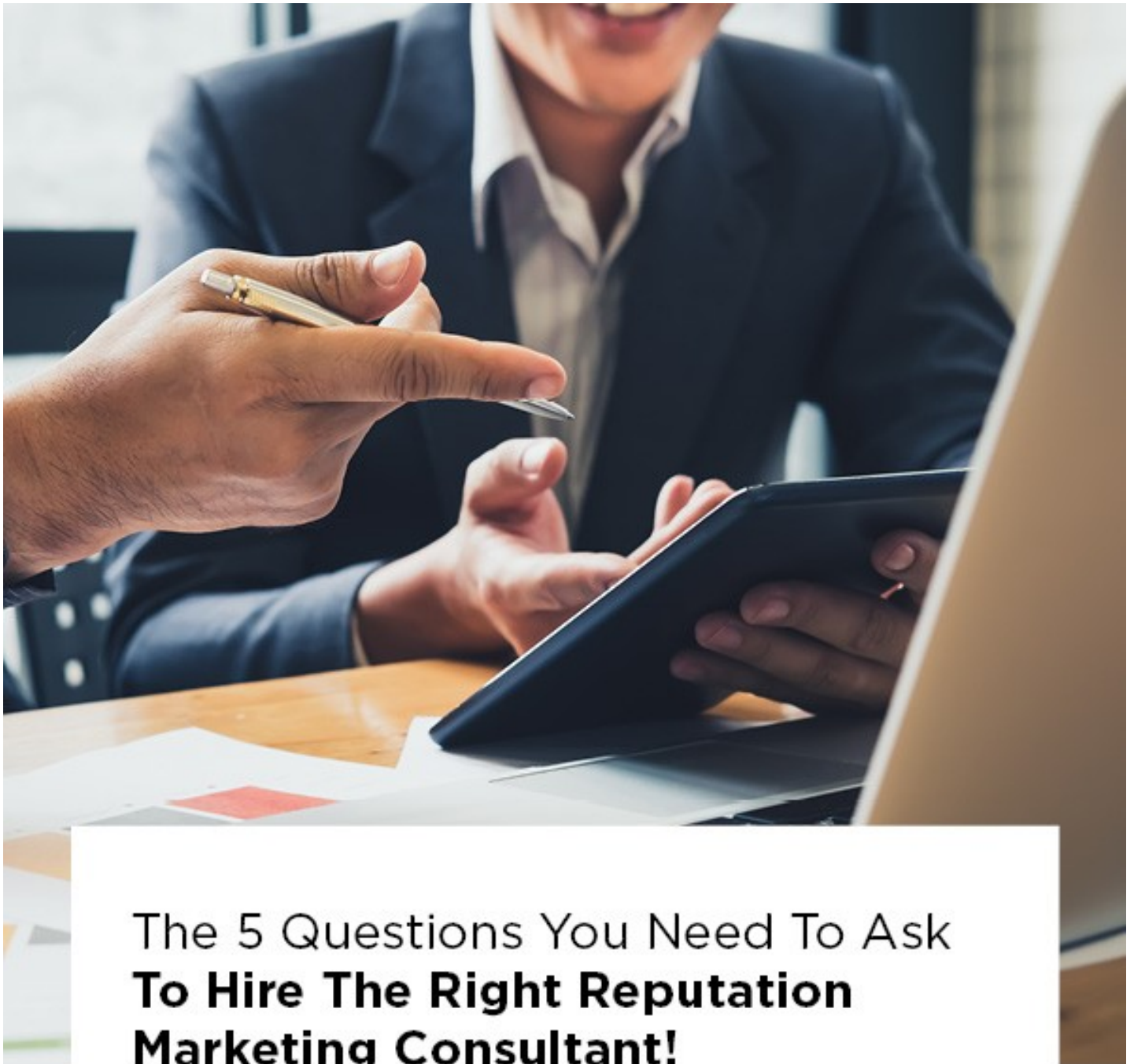
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The 5 Questions You Need To Ask To Hire The Right Reputation Marketing Consultant!

There will be many questions that you're going to want to ask during a consultation. These are some of the questions you should ask before you hire them. You specifically want to ask how they intend to manage your online reputation.

Here are a few important ones to get you started.

1. What will you do to build and market my online reputation?

A professional reputation marketing consultant should be able to give you a clear strategy that outlines how your online reputation will be managed and marketed. A solid timeline for results should also be provided.

2. What sites would you use to post reviews and articles about my company and products to help you track my online reputation?

The various requirements for these sites differ, understanding this will help to get the best results and the most positive online reputation.

Just like comments on social media, blogs offer the ability for you to have a 2-way conversation with your audience, and comments can be screened prior to publishing. Your consultant needs to know not only how to do this, but also how to track those results so that you can easily see and understand them. Key questions to ask are:

How will you get reviews from my customers?

Do you have a CRM or system you give me access to see all my reviews?

Do you provide training for my staff in how to ask for reviews?

3. What analytics will you use to measure results and will you provide a monthly report?

Analytics tell you the story of who, what when and where you are getting activity in a quantitative manner. Monthly reports allow for benchmarking to see what is and what is not.

4. What are your fees and what does that include?

Ask for a detailed proposal that outlines each and every service, hourly rates, and time assigned to each task, how many hours does this include and what is the fee schedule if the allotted hours are exceeded.

5. Do you have references?

The consultant should be prepared to provide you with verifiable references. Make sure that you contact the references to find out how happy they were the consultant's services.

With these questions, you'll find the right consultant for you in no time. Once you've found someone you can trust, you must pay attention to their performance. The goal for hiring a professional consultant is to get **big results**.

What Makes The Perfect Reputation Marketing Consultant?

Managing your online reputation, will more time than you, as a business owner, might have. You should hire a professional to handle this very important dimension of your business; it will have a tremendous impact on your business.

These are all the key things to look out for.

THE RIGHT REPUTATION MARKETING CONSULTANT WILL:

1 Successfully manage your reputation by:

Monitoring reviews that customers leave on review sites or social media

Interpreting analytic data and reporting

Creating management responses to customer reviews

Responding and managing expectation of customers

Using feedback to provide the best customer service

2 Boost your business reputation through:

Managing feedback review pages

Creating and managing customer surveys, analyze results

Encouraging customers to leave a review

Directing an email marketing strategy to boost reviews

3 Market your reputation by:

Displaying positive reviews on all relevant platforms

Communicating reviews with potential and existing customers through emails and newsletters

Publishing reviews in sales materials

Managing video marketing - creating video review commercials

Creating graphics from your reviews and sharing them online

Monitoring and sharing user generated content and photos on social media

If your consultant successfully executes all of this, you won't have to worry about your online reputation ever again.

OFFER

With the right reputation marketing strategy, you can get a 5-star reputation and boost your sales by over 400%. But you can't achieve this on your own.

At Mapping Your Marketing our mission is to help businesses just like yours, improve and manage their online reputation. We deliver this through full-service solutions that are transparent, efficient, and cost-effective.

We partner with you to help you build your business by creating and maintaining reputations that are of the highest quality, authentic and convincing.

Our goal is simple: to make sure when customers search for your company, they will find a positive, 5 star image that makes them want to buy.

We do this by listening to you, and understanding your business and specific market needs. We've helped many businesses revamp their online reputation and become experts in their niches.

We want the same for you and that's why we created this report. We want to see you win.

Contact Us Today For A Free Consultation



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Frequently Asked Questions

Even though there's been a great deal about online reputation management covered in this report, chances are that you still have many questions about your online reputation management.

Here are a few of the most common questions we receive- and our answers to them:

How important is customer privacy when it comes to my own online reputation?

This really goes without saying and it's brought up just to prove the point that you must always, protect your customer's privacy. This means never selling or giving away their information, whether it's their credit card number or their email address. You are **never** to give out information about your customers without their permission.

What policies should I have in place regarding managing my online reputation and social networking sites?

As mentioned earlier, you need to have policies and procedures in place for yourself and anyone else that works for your company. This will not only allow for regular, consistent content to be published, but it will also allow you to make sure that no offensive content is going up that could be damaging to your online reputation. Along with content policies, also make sure that your staff knows how to handle the privacy of friends and followers on those sites, as well as how to treat reviews, retweets, comments, videos, and images posted.

How do I deal with a negative review?

If during your assessment of your online reputation you find negative reviews or comments, address them immediately. Ask for details on the problem, and assure them that you will research it, and also ask if there is anything you can do to help immediately. Whatever you do, make sure that you follow through. Negative reviews don't have to be a terrible thing - they are an opportunity to make positive changes.

Secret: Respond to negative reviews not based on the person that left the review but for the potential prospect that is reading your response that might be your future customer.

Is it unethical to ask someone to remove a negative review?

Once you have taken care of the situation it's completely understandable and acceptable to ask the individual to remove the negative comment or review. They may surprise you and not only remove it, but write a positive review on how your company is willing to go above and beyond when it comes to customer satisfaction!

What if it's not? Is legal action ever required?

Defamation is serious and some of it can be illegal. If you've done everything you can to cease, it might be worth your while to hire a lawyer and take legal action. Keep in mind though, that this should only be done in the most severe cases when slanderous things are being said and someone is doing a great deal of damage to your company's reputation. If the website owner won't remove the content and you don't feel as though legal action is necessary, remember that you can always write a review outlining that website and that false information.

Can I write reviews on behalf of others?

NO.

Why is this **BAD** - Because it violates the terms of service of all sites, and the FTC and more importantly it breaks your customers' TRUST.

If you write a review on your own product, be sure to acknowledge that this is a company review and make sure that the language used reflects it.

Never be misleading in your review, it is simply unethical and there's nothing that will damage your credibility or your reputation more than when customers find out that you lied in a review – and they will.

Is it possible to have too many reviews?

Lots of people wonder if there can be too many reviews online about their company or product. There really is no such thing as too many positive reviews and you'll know if you're getting in too deep and in too much trouble with too many negative reviews. Generally, as long as you have four positive reviews for every one negative, you'll be fine.

Can I incentivize to leave a review?

The answer is simple, No, No

Some companies have done contests and others have plainly given discounts or other incentives for customers to leave positive reviews. No matter how small the incentive **YOU SHOULD NEVER INCENTIVISE ANYONE TO LEAVE REVIEWS.**

Incentivizing is bribing. And any company that suggests this to you can get you into serious legal trouble, and more importantly break the trust of your customers - something you never want to do.



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