

# REPUTATION MANAGEMENT

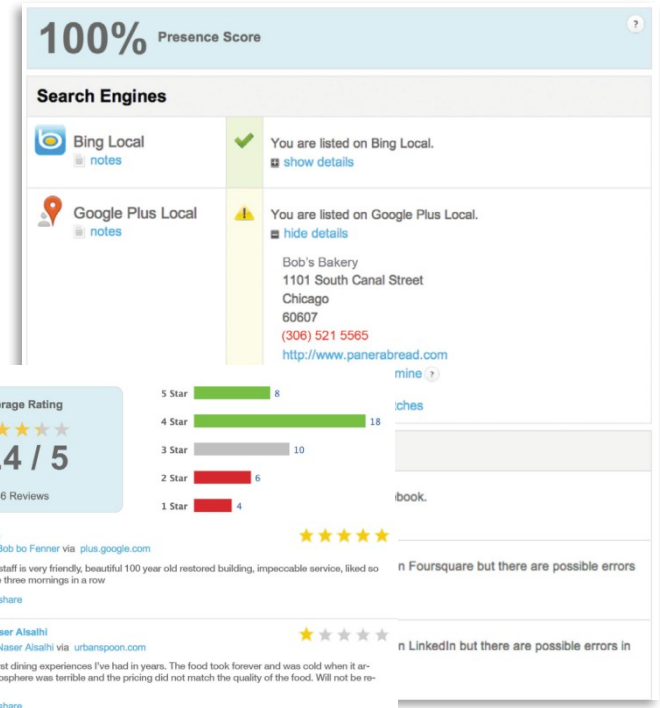
Build your company's footprint with verified, accurate listings



Your company's online reputation includes both what you say about your business, and most importantly, what others say about your business. Today, customers use websites like Yelp, Google, Zomato, Tripadvisor, Citysearch, Twitter, and Facebook to voice their opinions, and this constant chatter directly impacts your company's sales & profit.

Our Reputation Management program helps you claim, correct, and enhance your business information on the top directory sites so that your business appears cohesive online, thus boosting your organic search results.

Once your listings are claimed and accurate, our Reputation Dashboard will display these directories and their accuracy, as well as your user reviews, mentions, and social activity.



## BENEFITS OF REPUTATION MANAGEMENT

- Build and enhance your online reputation and grow your digital footprint
- Accurate, verified online directory listings
- Improved company visibility online
- Increase your SEO rankings by building your website's link profile
- Monitor reviews & user generated content
- Share content & reviews across social networks
- Enhance our customer service by knowing what people say about your company
- Monitor competitor's share of voice online
- Utilize our dedicated account manager to stay on top of reviews and mentions
- Receive alerts each time a review is posted
- Keep track of your progress through monthly status reports



# REPUTATION OPTIONS

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## REPUTATION INTELLIGENCE W/ DISTRIBUTION

Includes:

- Reputation Dashboard setup and training
- Your company's name, address, phone number and website submitted to the 4 major data providers that power online directory information – Neustar, Factual, Acxion and Infogroup.

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## REPUTATION & SOCIAL MEDIA MANAGEMENT

Includes:

- Ongoing management of Facebook, Twitter and Google+
- Up to 12 status updates per month
- Dedicated Fulfillment manager
- Directory Listing claiming, setup and enhancement
- Your company's listing information submitted to 4 major data sources
- Ongoing monitoring & responses to social media comments & mentions
- Ongoing monitoring & responses to directory listing reviews & comments
- Reputation Dashboard setup and training
- Recurring monthly touch points, review alerts, and monthly reporting

Custom Quoted

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## NEW! REVIEW GENERATION TOOLS

Request reviews via customer email lists each month. The email directs recipients to your website with an embedded widget or to a free landing page to review your business. We will send one email blast out each month!

### LISTING SOURCES INCLUDE:

411.Com	Angie's List	Yellow Book	Yelp	Zomato	Twitter
Bing Local	MerchantCircle	Yellow Bot	OpenTable	Google+	Fousquare
CitySearch	Superpages	YellowPages	Trip Advisor	Facebook	

