



Marketing Executive's Guide to Reputation Management

boast

Why we wrote this guide:

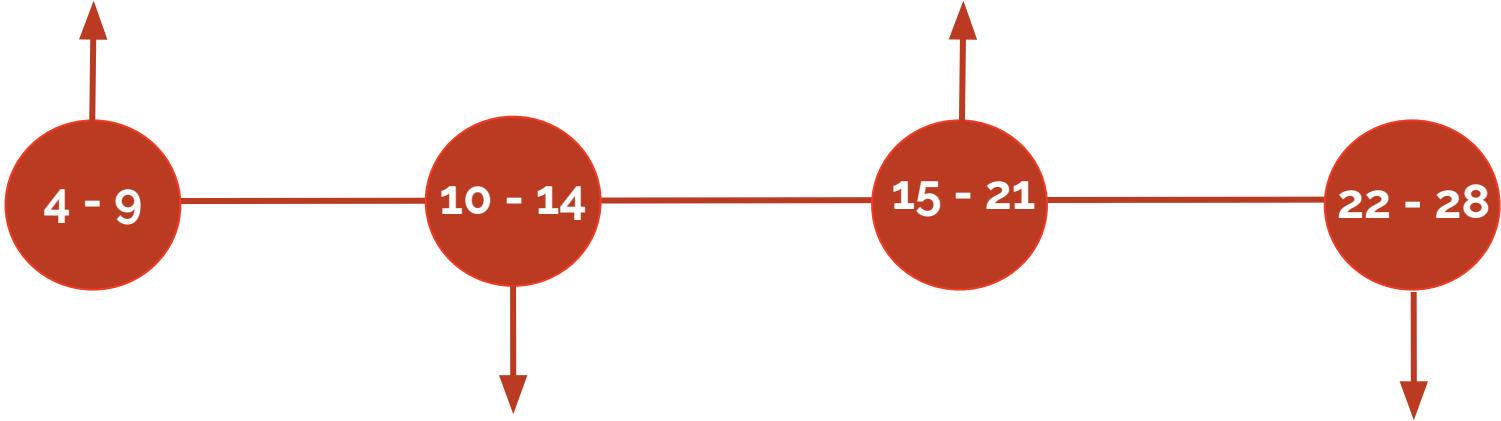
As the internet evolves, it can be daunting to stay on top of your business's reputation online. From Google to social media to third party review sites and more, there are so many areas across the web that allow for open communication about your brand. As a marketing executive you need a game plan for monitoring your online business reputation. **We created this guide to give you the tools to create a reputation management plan that keeps you on top of the conversations surrounding your brand.**



Table of Contents:

Google Reputation

3rd Party Review Websites



Social Media Reputation

Website Reviews

1. Google Reputation



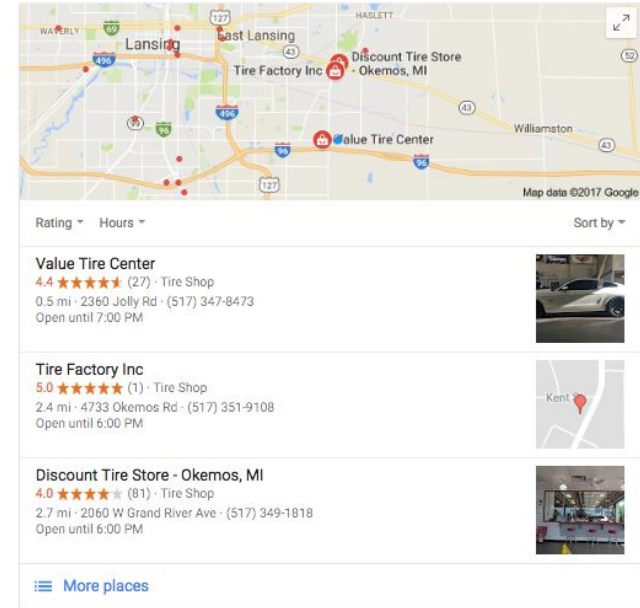
Google Business Listings

By creating a Google business account, you can better control your business's reputation on Google business listings. Google listings are what appear when someone directly Googles your brand either in general or on Google maps. When someone Googles your business, a basic profile will appear that houses general information and reviews. When someone leaves a review you can manage them from your Google business account. You have the ability to either mark the review as inappropriate, or respond to it. It's a great practice to respond to all reviews, positive and negative, to keep the conversation going and keep your brand personable. Consumers are more likely to relate to brands that aren't perceived as perfect and handle negativity well.



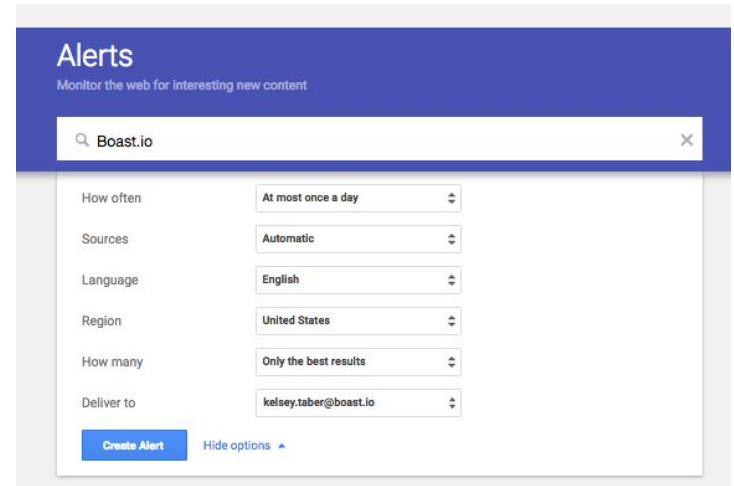
Google Search Results

Another area on Google that you'll find Google reviews are in your Google search results. When you search for a keyword that pertains to your brand, you'll often find a variety of different results including ads, and map-style listings that include a star rating. Your star rating on Google is a quick way for consumers to take a glance at your brand's reputation. That's why it's important to cultivate positive Google reviews and utilize that star rating to your advantage. It may be your brand's first and only impression on a lead.



Google Alerts

A third way to monitor your business reputation on Google is by setting up Google alerts. Using Google alerts, you can arrange alerts to be sent to your email when your brand is mentioned across the web. These alerts can keep you up to date on the conversation surrounding your brand, both good and bad, so that you can manage it accordingly.



The screenshot shows the Google Alerts configuration page. At the top, the word "Alerts" is displayed in white on a blue background, with the subtitle "Monitor the web for interesting new content" below it. A search bar contains the text "Boast.io" with a magnifying glass icon on the left and a close "X" icon on the right. Below the search bar, there are several settings, each with a label on the left and a dropdown menu on the right:

- How often:** At most once a day
- Sources:** Automatic
- Language:** English
- Region:** United States
- How many:** Only the best results
- Deliver to:** kelsey.taber@boast.io

At the bottom left is a blue button labeled "Create Alert". To its right is a link that says "Hide options" with a small upward-pointing arrow.

How to handle negative reviews & information on Google

Aside from marking Google business reviews as inappropriate, there are a few different options for handling negative information on Google. The first way is to respond to the review directly. Addressing negative reviews quickly and offering a way to make the consumer's negative experience right by either sending them a new product or offering to fix what they didn't like about their service, will make your brand appear more human. When addressing the negative review and making it right, you also create an opportunity for the user who left a negative review to either remove it or leave an alternative positive review. The key to handling negative feedback is to respond quickly and follow through by making it right.

How to get more reviews on Google

Google reviews matter when cultivating a positive online business reputation because they're typically the first reviews that are seen by a potential customer. That's why it's important to spend time increasing your Google reviews. You can do this by running a campaign that incentivizes Google reviews, or by adding Google reviews into your sales process. For example, when a customer purchases your product or service, requesting a Google review from them immediately after via email will increase the number of reviews over time. This will also give you a little more control of your positive Google reviews because you can verify where they're coming from and when they may be posted.

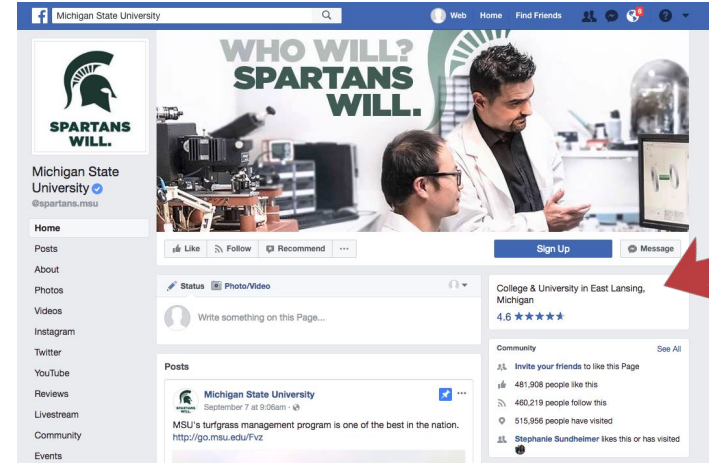


2. Social Media Reputation



Facebook Reviews

Another key area that you'll want to monitor your online business reputation is on Facebook. There is a review tab directly on your business's Facebook page that allows customers to leave reviews about your brand, just like Google. This review section allows customers to leave a star rating and a pretty lengthy review. This means that other consumers can find a ton of detail about your past customer's experiences. You should monitor the reviews you receive as they come in, and create a process for responding to them. Consumers connect with brands that have an open conversation with their customers, so responding to reviews both positive and negative can keep all conversations in a positive light.



Twitter & Instagram Reputation

Depending on the target audience of your brand, you should consider your online reputation on other social media sites as well. Although these sites don't necessarily collect reviews directly from customers, they do have unique ways of cultivating conversations surrounding a brand. Twitter and Instagram are a good place to monitor more casual conversation surrounding your brand. For example, let's say your company sells a beauty product; it makes sense to monitor hashtags and social profile tags on images and tweets that review your beauty product. By interacting with these posts, you can squash any negative feedback and join in on the conversation.



How to handle negative reviews on social media

Social media is quick moving and vast, so you'll need a plan to manage negative feedback about your brand on social media sites. When there's negative conversation surrounding your brand, or negative reviews are left, there are a few ways you can respond. If you find that there are a lot of negative reviews about a certain topic surrounding your brand, you should address this both individually and as a post on your profile to be transparent and make the situation better. On the other hand if the negative review is just on an individual basis, it's important to respond promptly and follow through with a plan to make it right. If the negative post and feedback is just completely untrue, you do have the third option of reporting the post to the respective social media site to be reviewed and potentially removed.



How to get more reviews and increase the conversation on social media

Social media reviews and conversations are incredibly important when maintaining a positive business reputation. As a marketing executive, you're probably in charge of managing your brand's social media presence by posting content and creating conversation around key topics. Reviews are just as important as your outbound efforts. First, you should incentivize reviews on Facebook or add Facebook reviews as a part of your sales email workflow. Aside from basic reviews, you can really get creative when increasing the conversation around your brand on other social media sites. For example, you could create a hashtag that features a contest using your product or service. This is how Starbucks increased the conversation surrounding their brand - they created the #WhiteCup contest to get cup design submissions from their customers. Not only did this bring customers into their coffee shops, it also became a trending topic on Instagram and other social media sites. You don't just have to create your own contest either. Finding an opportune time, like a "national" holiday can also be a great moment to increase brand conversation. Starbucks did this well too when it got customers' go-to orders during #NationalCoffeeDay.



3. 3rd Party Review Websites



Yellow Pages

Another prominent review site is Yellow Pages. Because of how long it's been around there is a plethora of information about businesses across thousands of industries on the Yellow Pages online version. This is another general 3rd party review site that is worth keeping an eye on when monitoring your online business reputation because it could also be collecting reviews about your company without you claiming your profile. It is also one of the top review sites that comes up in a search when a customer searches your brand, so it may be seen just as much as other prominent review sites.



Amazon

If your business sells products on Amazon, this is a major reputation management factor you should look into. Just like other 3rd party review sites, you'll need to keep an eye on what consumers are saying about your brand. Amazon is a little more detailed, however, because it allows customers to review specific products. You should make an effort to respond to both positive and negative reviews on Amazon to ensure that your customers in that area of your business are taken care of just as much as customers who buy your product from your website. Being diligent about monitoring your Amazon business reputation can create buzz around one of your products, helping you steadily increase your Amazon sales.



Industry-Specific Review Websites

On top of primary 3rd party review sites, when managing your business reputation you should also consider review sites that are specific to your industry. For example, if you are a service-based company, you may want to pay attention to what's listed on Angie's List or Home Advisor. On the other hand, if your business is hospitality-based, keeping up with TripAdvisor, Zomato and Foursquare are more worthwhile. Overall as a marketing executive, when it comes to industry-specific 3rd party reviews sites, you should make a list of the sites that you feel your customers will utilize. From there, you should add those sites to your overall reputation management audit list.



How to handle negative reviews on 3rd party review websites

Getting negative reviews on third party review sites can be stressful. Not only are these review sites the type that you have the least control over, they also typically require a next step, like signing up to claim your business in order to mediate them. When you receive a negative review on a 3rd party review site you should first and foremost check the legitimacy of the review. If the review is completely untrue or from a non-verified customer you can report it to the review site. Typically there will be a process to check the review's source and remove it if it's not legitimate. If the review is a verified, you should handle it just like a review on Google. Reply to it quickly and mediate the situation by addressing the customer's concerns. When new customers see that you're working toward fixing a negative experience of another customer, that will have more weight than seeing all positive reviews on a 3rd party review site.



How to get more reviews on 3rd party review websites

There are a variety of ways to get more reviews on 3rd party review sites. First, you can simply link your profiles in email workflows and add a link to your website to catch people at the right point of the sales process. You can also run a campaign that incentivizes reviews from your customers, just like you would for Google reviews.

TIP: Keep in mind that some review sites prohibit reviews from users who were compensated in any way. You'll need to check 3rd party review sites' terms of service to ensure that the way you're gathering reviews doesn't break any of their policies.



4. Website Reviews



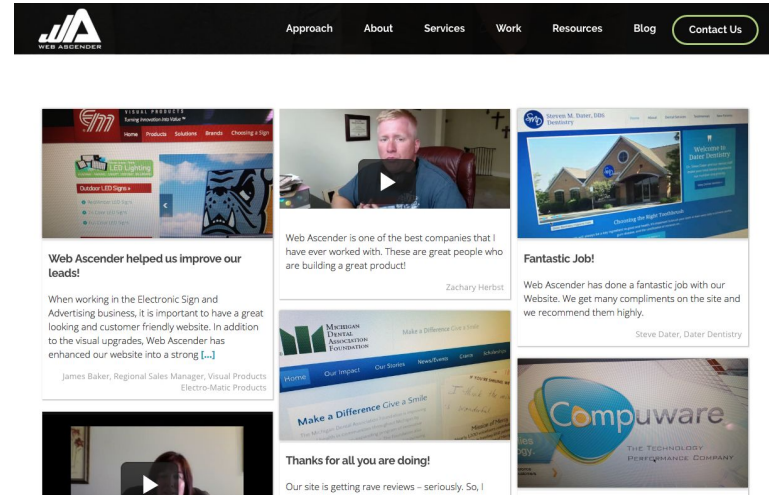
Product or Service Ratings & Reviews

The first area to collect reviews on your website is product and service reviews. Especially if your brand has an ecommerce website, getting individual reviews for what you're selling is very powerful. If this is the case for your brand, you should spend time monitoring and responding to reviews for each product or service. Mediating negative reviews and interacting with customers who leave positive reviews can help create buzz around your product or service.



Customer Testimonials & Case Studies

Another type of reviews that you should be collecting and showcasing on your website are customer testimonials and case studies. This type of review content puts you in the driver's seat as far as controlling the conversation surrounding your brand. It offers the opportunity to really dive deep into a customer's experience and results they had when working with you or using your product. You can also stylize these types of reviews to really fit your brand's overall voice - whether that be extremely professional, or more casual.



Customer Video Content

Your key to really making an impact with customer testimonials and case studies is by collecting this content in video format. Video content is one of the most powerful ways to influence your audience, because it helps convey your customer's message more clearly. Making an effort to collect video testimonials allows your customers to candidly describe their experience with your brand, painting a clearer picture for potential customers and making them more likely to convert. It also provides the unique opportunity for customers to showcase your product or service right in their review.



“



Don't just take it from us!

"52% of marketing professionals worldwide name video as the type of content with the best ROI" - **Syndacast**

"People spend on average 2.6x more time on pages with video than without" - **Wistia**

Options for mediating bad reviews on your website

Because you have complete control over the reviews left on your website, it may be tempting to only showcase 100% positive reviews. As tempting as that may be, there is some value in showcasing some negative reviews, especially if you have a solid plan on how to mediate them. For example, if someone had a negative experience and you replied to that experience by either sending them a new product, offering a discount, or re-performing the service they were less than pleased with, showcasing how you responded for other customers to see is valuable. As a marketing executive, however, the way that your brand showcases testimonials and case studies may not be conducive with showcasing negative feedback, which is okay! It's up to you how you showcase reviews on your website and that will differ based on what your company does.



How to get more reviews for your website

Adding a robust amount of reviews on your website over time is an important part of managing your business's reputation. There are a variety of ways that you can go about collecting reviews in the form of testimonials and case studies on your website. The first way is to include a form in your sales process that immediately collects feedback about your customers' experience. From there you can vet customers that would be strong candidates for case studies and video content, and ask them further questions to create a more detailed review for your website. If your sales process doesn't really get your team members in connection with individual customers, a different collection method may be necessary. If this is the case, creating a contest or sweepstakes that incentivizes your customers to leave a review can help you drastically increase the amount of reviews on your site. Each company and client-base is different, so assessing how your customers currently interact with your brand and creating a plan from there will help you be more successful at collecting quality customer reviews for your website.



boast

Take Control of Your Brand's Reputation

Collect quality customer video testimonials instantly
by signing up for a 14-day free trial of Boast.

www.secure.boast.io/users/sign_up