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Review+ Reputation Management

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**We now live a world where
consumers dictate how
successful you will be**



Reputation has gone full 360

Asking friends,
colleagues
and family

Print

Marketing with
testimonials

Radio

TV

Online

Online
reviews



A Global Phenomenon

Online review growth is up

617% in US

575% in Canada

176% in UK

From 2015 - 2018

A background image showing a man with a beard and a woman in a retail environment. The man is smiling and looking towards the right. The woman is looking down at a smartphone in her hand. The image has a teal overlay.

The way consumers make purchase decisions has changed for good

97% of consumers search online to find a local business

95% of consumers aged 18-34 read online reviews for local businesses

85% of consumers trust online reviews as much as a personal recommendation

It's a new way of thinking

Old

Customer Feedback

Internal
Friends, colleagues, and family
Temporary

New

Customer Feedback

Global
Everyone
Permanent



**Online reviews are how today's
consumers discover, evaluate,
and trust businesses**

A top-down view of a person's hands typing on a silver laptop keyboard. The person has light blue nail polish and is wearing a silver bracelet on their left wrist and a ring on their right ring finger. The entire image is covered with a semi-transparent teal overlay. The word "Discover" is written in large white letters across the center of the keyboard.

Discover

Reviews as a ranking signal on Google up 83% in the last 3 years

Reviews 3rd most important ranking factor in local search on Google

Businesses appearing in Google's top 3 local positions have an average of 47 Google Reviews

A woman with long brown hair in a braid, wearing black-rimmed glasses and a white t-shirt, is sitting at a desk. She has her hand on her chin and is looking at a laptop screen with a thoughtful expression. The background is a blurred office setting. The entire image has a teal/blue color overlay.

Evaluate

56% of consumers select a business if it has positive ratings/reviews displayed in Google Local Pack

Going from a 3-star rating to a 5-star rating gets a business 25% more clicks from Google Local Pack



Trust

85%

of consumers trust
online reviews as
much as personal
recommendations

85%

of consumers think
that online reviews
older than 3 months
aren't relevant

89%

of consumers read
local businesses'
responses to reviews

40

online reviews
required before
consumers believe a
business's star rating
is accurate

57%

of consumers need
at least a 4-star
rating before they
choose to use a
business

Consumers are using more sites than ever



Letting consumers control the conversation

"An unhappy customer is far more likely to leave a review than a happy customer"




Jimmy's Plumbing



Jimmy's Plumbing has 3
reviews on Google with an
average rating of 3.7 / 5

Jimmy's Plumbing

Jimmy's Plumbing has 3 reviews on Google, with an average rating of 3.7 / 5

A bearded man wearing a blue baseball cap and a blue apron over a white shirt. He is holding two silver wrenches in his right hand and pointing his left index finger towards the text on the right. The background is a solid dark grey.

57% of consumers won't use a business that has fewer than 4 stars

Consumers need to read 10 reviews before being able to trust a business

Jimmy is losing:
Visibility, Calls, Customers, and Revenue



**By letting
consumers control
the conversation,
you run a huge risk**



This is why we built
Review+ Reputation
Manager



Review+ Reputation Manager
helps you proactively
generate reviews and keep
track of your online
reputation

Survey customers first to work out how they feel

The screenshot shows an email interface with a sidebar on the left containing several email thumbnails. The main content area displays an email from 'The Law Office of Karen Cain' to 'Leonard'. The email includes a thank you message and a survey question: 'How likely is it that you would recommend The Law Office of Karen Cain to a friend or colleague?'. Below the question is a horizontal row of 11 numbered boxes, ranging from 0 to 10. The boxes are color-coded: 0 is red, 1-4 are purple, 5-7 are blue, 8 is green, 9 is light green, and 10 is yellow. Below the boxes, the text '0 - Not likely' is on the left and '10 - Very Likely' is on the right. The email concludes with a thank you, the name 'Jenny McSorel', her title 'Head of Marketing', and the firm's name 'The Law Office of Karen Cain'.

All Inbox (2) Compose

KC | THE LAW OFFICE OF
KAREN CAIN

Hi Leonard

Thank you for using The Law Office of Karen Cain. We really appreciate your business.

How likely is it that you would recommend The Law Office of Karen Cain to a friend or colleague?


0 1 2 3 4 5 6 7 8 9 10

0 - Not likely 10 - Very Likely

Thank you in advance and we look forward to seeing you again soon

Sincerely

Jenny McSorel
Head of Marketing
The Law Office of Karen Cain

A smiling man with a shaved head and a goatee, wearing a green and blue soccer jersey with a world map graphic and a circular patch on the chest. He is standing against a light blue background. The text "Happy customers are prompted to leave a review" is overlaid in white on the image.

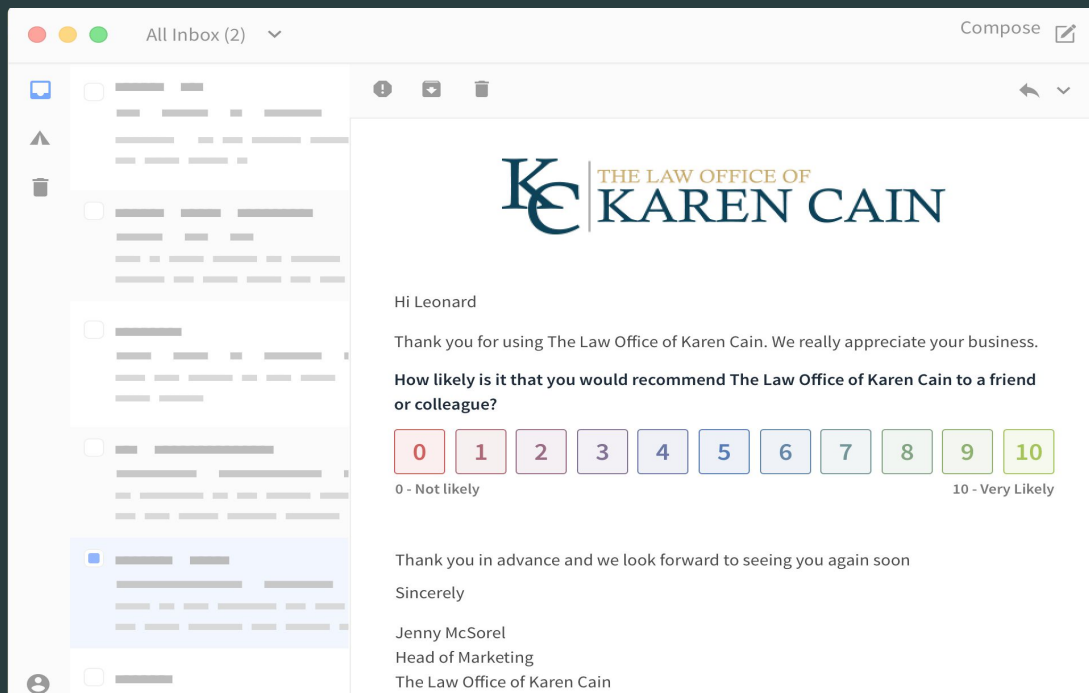
Happy customers are
prompted to leave a
review

A couple is seen from behind, standing on a hillside overlooking a vast landscape. The man, on the right, is wearing a black t-shirt and a black backpack. The woman, on the left, is wearing a bright yellow shirt. They are both raising their arms and joining their hands to form a heart shape against the sky. The background features a body of water, distant mountains, and a dense forest in the foreground. The entire image has a blue-green color overlay.

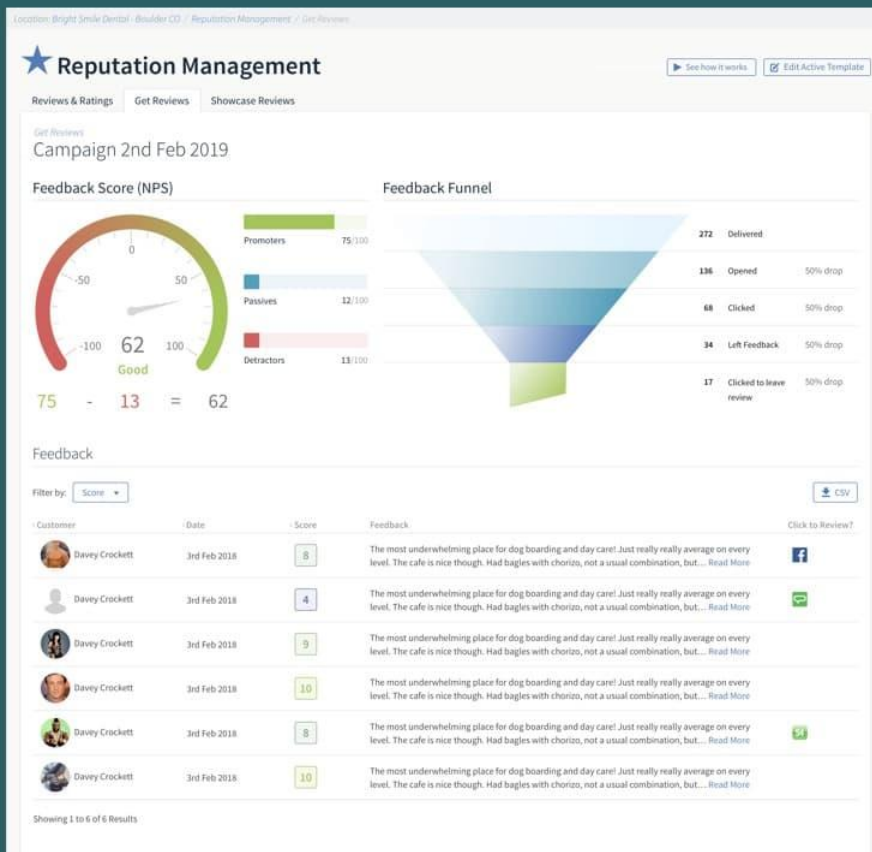
**Pacify unhappy customers
before they leave a
negative review**

Email directly

Email your clients directly and start feedback loop



Detailed reporting on NPS and review performance to truly learn about your business

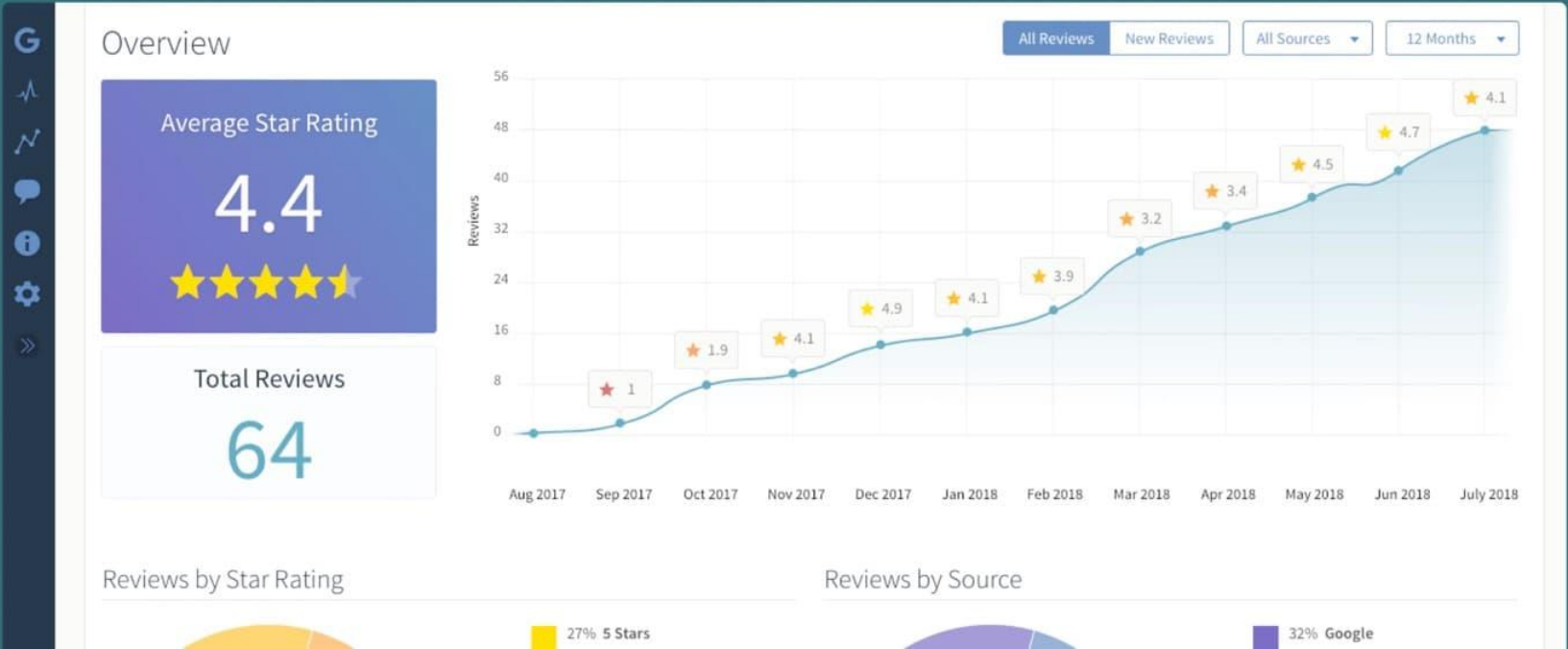


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& Get Started Today!**