

SWS Group Reputation E-Book

In this E-book report you will learn how to:

- 1) Win your target market's trust
- 2) Multiply your sales by 400% or more
- 3) Crush your competition

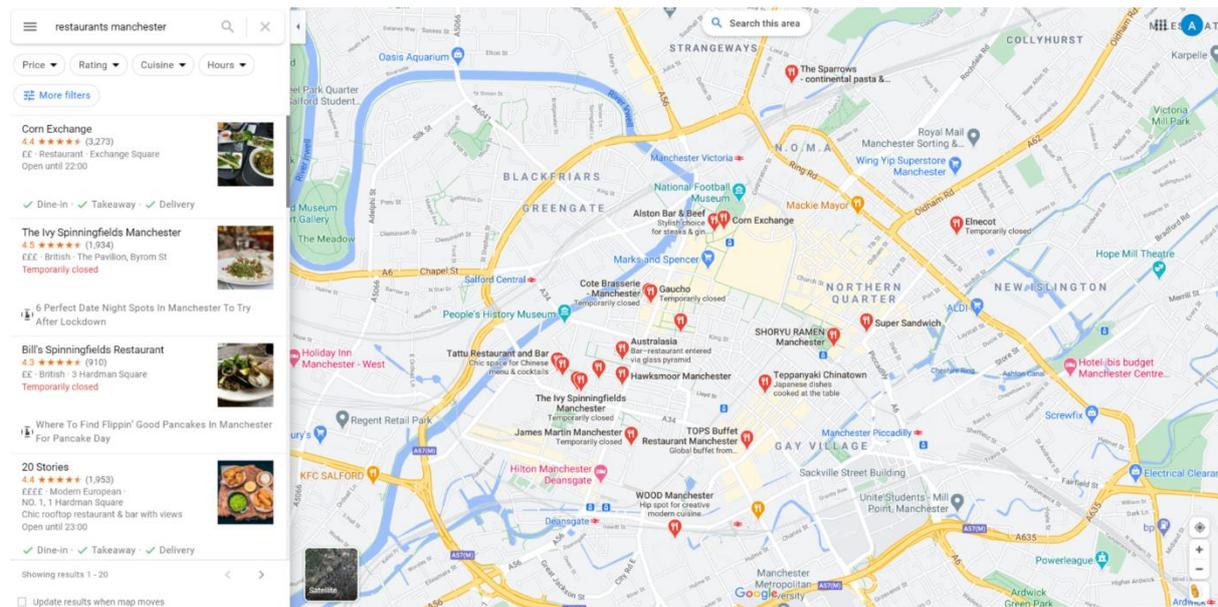
What is your Online Reputation?

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 Maps, Facebook, Yell, Brownbook, TripAdvisor (etc based on your industry).

When someone searches for your business, this is what they'll see (example of restaurant below):



These 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 businesses' online reputation

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 more likely to sell most of 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%.

Research shows Speedy's Tacos, in Sunnyvale, bumped their Yelp rating from 3 stars to 4, their annual revenue went up by almost £74,800.

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.
- 85% of consumers trust online reviews about businesses as much as personal recommendations.
- 74% of consumers trust a company more if they read positive reviews.
- 89% of customers look at reviews before making a buying decision.
- 87% of customers comparison shop every purchase.

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

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.

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 Older, outdated information can show up first if enough people click on them.

Five Steps To Getting On Top Of Your Reputation

Over 70% of business owners do not know what customers are saying about their business. 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.

Five Steps:

- 1) Find the platforms your consumers are using the most and which are the most influential to your business. – Start with looking at Google, Facebook and 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.
- 3) Go through all existing reviews, making sure to flag inappropriate or spam reviews and respond to any negative feedback. – If you find negative reviews or comments address them immediately.
- 4) Do this at least once a week – Managing your online reputation is a constant thing. Customers search for your business every day. 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, 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 & marketing. With a professional's assistance, you can totally transform your reputation and boost your sales by over 400% in less than a year!

You need to have reviews marketed on all the major platforms; multiple directories, social media, Google maps as well as have 'live reviews' on your website displayed; the reviews on your website must open the directory where it is placed to enhance your credibility.

For example of how to effectively display reviews please refer to <http://sws-ltd.com/reviews>

How this Business Reached Over 15 million prospects after hiring a professional reputation marketer

A big national retailer with many locations 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 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 and campaigns
- Ongoing optimization – campaign refinement leveraging advanced demographic and behavioural data

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

- Grew Facebook page likes from 0 to over 3000
- 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 these results is hiring a professional service. You can achieve similar results no matter how small or big your business is, you just need an effective reputation marketing strategy.

Get Started With A Professional Consultation - Free Of Charge

Contact Your Strategic Web Success Group Reputation Specialist

The 5 questions you need to ask to hire the right reputation marketing consultant!

- 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.
- 2) **What sites would you use to post reviews about my company and products to help you track my online reputation?** – The various requirements for these sites differ. Your consultant needs to know not only 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 my 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 tells 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 aspect of the service.
- 5) **Do you have references?** – The consultant should be prepared to provide you with client success stories. Make sure you read the reviews of your consultants' company to find out how happy they were the consultant's services.

With these questions you'll find the right consultant in no time.

What Makes The Perfect Marketing Consultant?

- 1) **Successfully manage your reputation by:** Monitoring reviews that customers leave on major review sites or social media, interpreting analytic data and reporting, creating management responses to customer reviews, Responding and managing expectations of customers and using feedback to provide the best customer service.
- 2) **Boost your business reputation through:** Managing feedback review pages, Creating and managing customer surveys, analyse results, encouraging customers leave a review, directing an email marketing strategy to boost reviews.
- 3) **Market your reputation by:** Displaying positive reviews on relevant platforms including displaying your 5-star reviews on your website. Communicating reviews with potential and existing customers through emails and newsletters, publishing reviews in sales materials, managing video marketing – creating review videos/Reputation videos, creating graphics from your reviews and sharing them online, monitoring and sharing user generated content and photos on social media.

If your consultant executes these points you won't have to worry about online reputation marketing 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 Strategic Web Success Group 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 over 1,000+ businesses in most industries 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 The Person Who Sent You This E-Book Today For A Free Consultation Related To Your Industry.

Frequently Asked Questions

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 such as their email address or phone number. You never give out information about your customers without their consent.

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 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 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. The secret is to respond to negative reviews not based on the person that left the review but for the potential customer that is reading your response. At SWS Group we have detailed guide-lines on this matter.

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!

Can I write reviews on behalf of others? - NO

Why is this bad – because it violates the terms of the service of all sites and more importantly it breaks your customers' TRUST.

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 10-15 positive reviews for every one negative, your negative review may be over-looked.

However, the more positive reviews you have spread across multiple platforms, the better your Reputation grows online and more success can ensue. The more the merrier

Can I incentivise someone to leave a review?

The answer is simple; 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.

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

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