



Online Reputation Management & Your Budget

Make Sure Your Marketing Spend Pays Off

Introduction

For most restaurant and pub chains, allocating budgets means setting aside funds to support marketing and advertising campaigns including spending on traditional and digital media.

While these are vital for building awareness, the true conversion to customers occurs once they react to your campaigns by going online to learn more.

What happens if a prospective client 'Googles' your promoted service or a location name and neither are found? What if there's an incorrect phone number, or worse, the listing is dominated with poor ratings and reviews? A result like this will make spending on advertising a waste.

Don't Risk It! Make Online Reputation Management a Priority

Investing in [Online Reputation Management](#) (ORM) must be front-and-centre in your budget planning. Whether you're just starting to implement ORM strategies, or you're planning to expand your ORM programme, keep these impactful activities in mind as you allocate your marketing spend.

This guide explores the reasons why it's critical to make room in your budget for strengthening your online reputation. You'll learn:

- How customer reviews and business listings help prospects find and choose you
- How to be effective in using social media to attract and retain customers
- How to boost visibility of your online reviews and Net Promoter Scores (NPS) on your website

Did you know?

For 81 percent of British consumers, online reviews and star ratings are what they turn to first when looking for a service or product. This trend is likely to increase, as Google continues to incorporate ratings and review snippets into search results.

Omnipresent Online Reviews

The UK's hospitality sector were an early adopter of the reviews space, and understood quickly about how to use social media and online reviews to attract business.

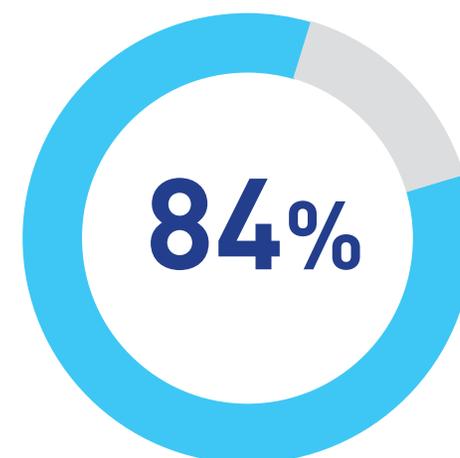
In fact, social channels are now one of the primary ways consumers find providers. Consider these findings from a [2017 Survey](#):

- 97% of consumers read online reviews for local businesses in 2017, with 12% looking every day
- 84% of people trust online reviews as much as a personal recommendation
- 90% of consumers read up to 10 reviews before forming an opinion about a business

This data suggests a strong online reputation on review sites and social channels is essential for continued success and it should be a major part of your 2019 plan and beyond.

“ 84 percent of people trust online reviews as much as a personal recommendation.”

~BrightLocal

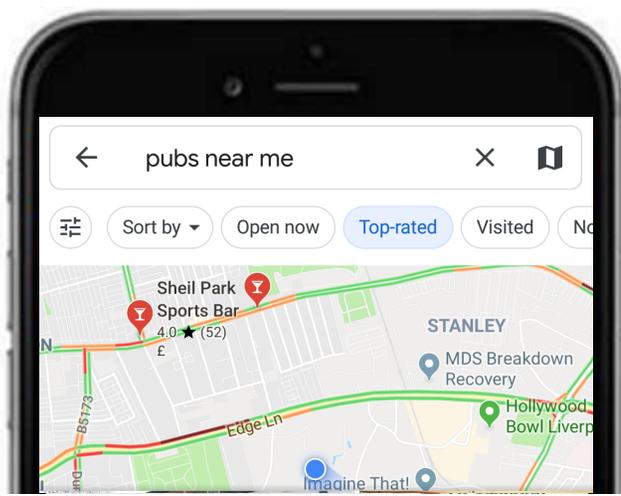


Build Trust and Climb SERP

When customers search for a service or product online, star ratings and online reviews are prominent. Google -who is paying Apple £2.3 Billion to be the default iOS Search Engine- is including 'Review Signals' in its Local Search Ranking Factors and makes it as easy as a one-click button to filter results based on star ratings. This trend being even more impactful when doing a 'near me' search on the Google Local 3-Pack.

According to [Search Engine Land](#), Google's Local Search Ranking Factors include:

- **Star Ratings:** 1 to 5 rating, with 4.5 being ideal
- **Review Quantity:** volume of reviews left on Google but other important and relevant third party review sites.
- **Review Velocity:** recent reviews are weighted more favourably than reviews posted many months ago.
- **Review Length:** based on the number of words in the review as they are providing credibility to the feedback posted.



Did you know?

A 2nd position organic search result when it features stars = **154% increase in clicks**

A 2nd position organic search result when it features a greater quantity of reviews = **55% increase in clicks**

“Increase your reviews on Google by investing in an automated review management system to improve rankings, CTRs, and convince browsers to become buyers.”

~Matthew Hunt, Powered By Search

Your Business Listing

Consider that “Four out of five people use search engines to find local information - like business hours and addresses - and research shows that businesses with complete listings are [twice as likely](#) to be considered reputable by customers,” according to Google.

“Consumers are [38 percent more likely to visit and 29 percent more likely to consider](#) purchasing from businesses with complete listings. Yet, only 37 percent of businesses have claimed a local business listing on a search engine.” [\(Google\)](#)

Don't let inaccurate listings — or no listing at all — stop people from finding your pub or restaurant. When a person searches for 'restaurants/pub near me', what will they see? You, or your competition?

The vast majority of listing searches are done on Google and Facebook, and only 5 percent of listing searches are completed on specialty sites. Serious ORM platforms focus on the listing sites that matters.



Google Dominating the Listing Space

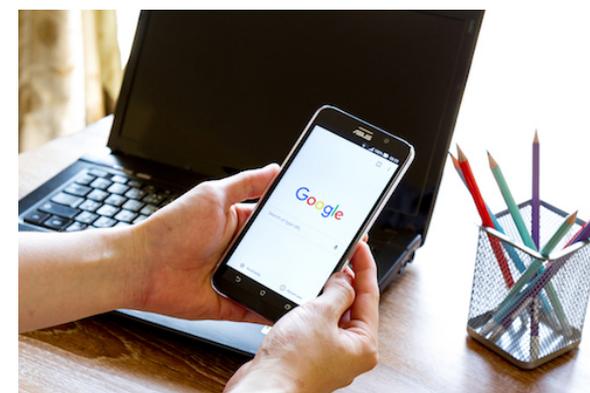
After word-of-mouth, the next most important source for restaurants and pubs are referrals from Google. The accuracy and completeness of your Google listing have a huge impact on your organic search engine ranking. Specialised listing sites are becoming legacy sites and we believe will continue to decline in usage and search rank. We recommend all clients focus on sites that matter — sites where your prospective customer will be looking for you.

What you want to start with is making sure you...

- Have got your Google My Business listing set up,
- Find all the variations and inaccuracies in your data,
- Fix them, and;
- Work with a primary data provider to push out the correct information at regular intervals.

Don't alienate potential customers before they've even walked in your front door. Make sure your business listings are 100 percent accurate, and make sure you monitor those listings on a regular basis. Remember that some listing sites can be edited by anyone...

[Reputation.com](https://www.reputation.com) provides a centralised, state-of-the-art dashboard that lets you monitor and keep listings up to date around the clock thanks to our primary data provider status.



Be Effective with Social Media Management

Engaging with communities on [social media](#) networks is also an essential component of your online strategy.

Use social media to share useful information — either about general industry topics or news about your organisation — and point people to blog articles and other resources. Encourage them to share it, to drive additional traffic and build brand awareness.

Facebook Reviews allows customers to provide online feedback and ratings about your business. Those ratings are easy to spot on a Facebook profile page — they're at the top, below the banner photo and usually next to the box showing the number of "likes" they've received.

Facebook uses star ratings and reviews in its algorithm too, to determine where a post ends up in the news feed, if at all. So your organisation's visibility in this channel depends on the reviews it receives.

Google also looks at an organisation's entire social presence including recent reviews and interactions from social networking sites (Facebook, Twitter to determine rankings in SERPs.

**“ More than
2 million active
small businesses
pay for advertising
on Facebook. ”**

~ Facebook Business

Respond Promptly — and Appropriately

One of the most important things a hospitality business can do is respond to social posts and reviews — whether positive or negative. Using social media to address customer queries and complaints goes a long way toward building brand loyalty, trust and ultimately, repeat visits.

When a customer complains about one of your locations on a social page, don't ignore it. A well-crafted response addressing the reviewer's concerns, while ensuring you maintain their privacy, can turn it around in your favour — **95 percent of unhappy people will return to a business if an issue is resolved quickly and efficiently.**

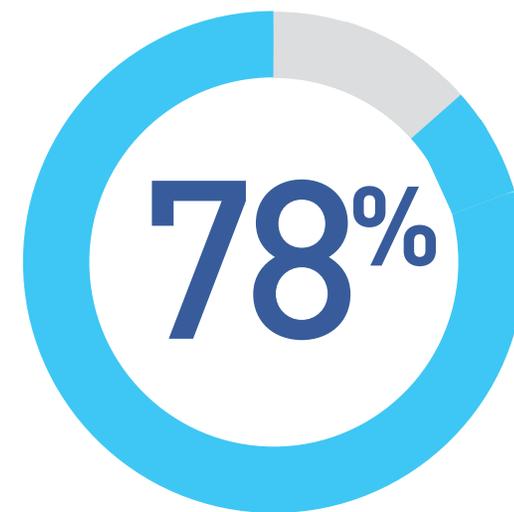
How You Respond is Key

Here are some basic guidelines:

- **Respond Promptly.** Monitor posts for customer feedback and take steps to alleviate concerns and complaints. About 78 percent of people who complain to a brand via Twitter expect a response within an hour. If the concern isn't addressed promptly, a client's negative feelings may fester; they may complain to friends and family members or write additional negative reviews on other social channels or review sites.
- **Respond Professionally.** It doesn't matter if the feedback is negative and unreasonable, if you use a rude, or defensive response, it will reflect poorly on your brand image. You should avoid the matter to escalate.
- **Take it Offline.** Marketing should partner with the operations and customer experience team to ensure concerns are addressed in line with the company process, offline. A good ORM platform can integrate with your CRM and create tickets or cases for customer service to take over.

“78 percent of people who complain to a brand via Twitter expect a response within an hour.”

~ Lithium



Promote and Enhance Your Reputation

In addition to responding to comments and complaints on social media and review sites, active engagement is needed to influence and optimise your organisation's online reputation. An active social presence will help build trust and awareness, drive traffic to your website and, ultimately, result in more clicks, store traffic and revenue.

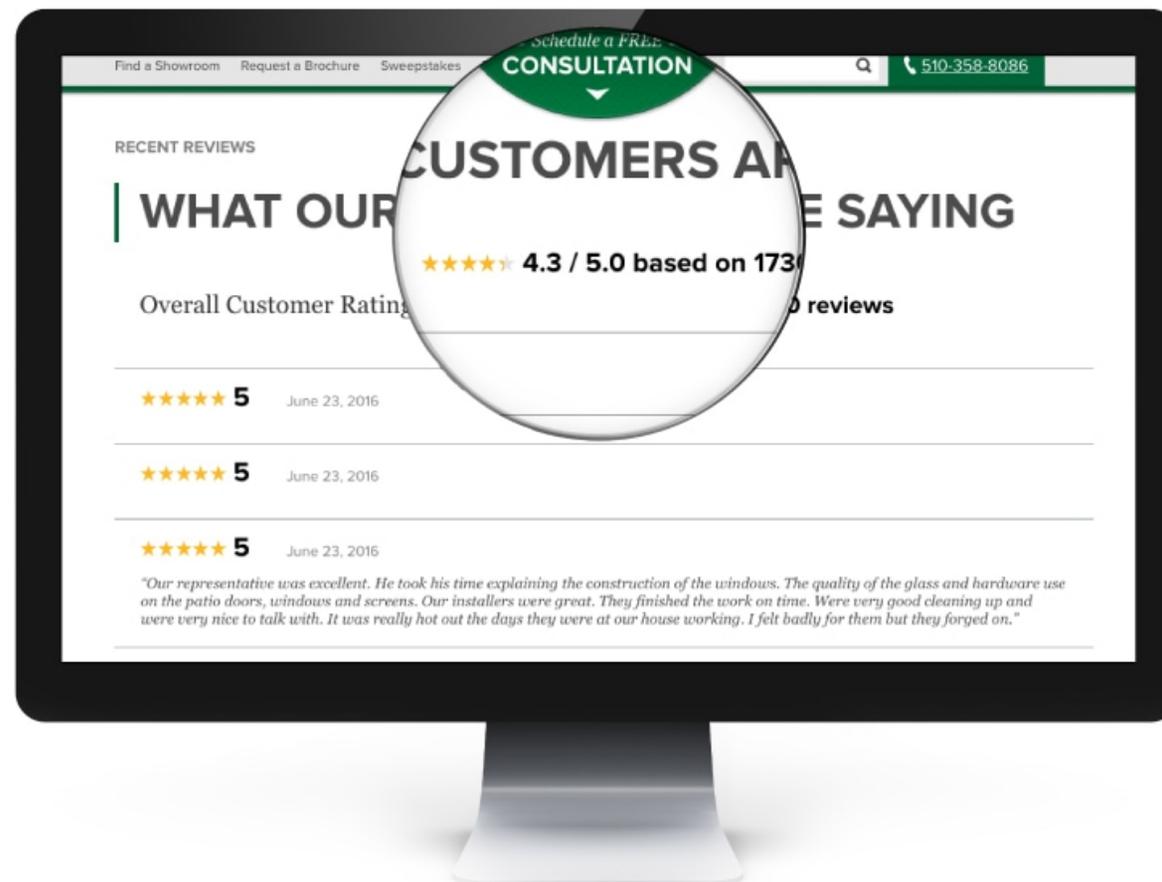
Online Reputation Management (ORM) platforms can help businesses engage the right way, by enabling the following proven strategies:

- **Optimise Social Profiles.** Social media sites are high-authority platforms for search engines. So, it's smart to create social media profiles on all major social platforms. Optimise them with relevant keywords and make sure the "Review" feature is turned on Facebook profile pages.
- **Share Compelling Content.** Make sure you're creating and posting content worth sharing, such as infographics, NPS survey results or relevant articles and blog posts. This helps gain attention and traction on social media outlets, driving additional website traffic. ORM platforms can help integrate NPS survey scores and reviews with your website, promoting transparency and increasing visibility for high scores.
- **Make Improvements Based on Feedback.** Customer suggestions garnered from social posts and reviews enable operational improvements that can enhance the customer experience, leading to even more positive posts and reviews. Make sure your social media team has a good partnership with your organisation's operations and customer experience teams, because they are responsible for addressing concerns and implementing improvements.

Stream Online Reviews and NPS

Streaming customer satisfaction data or online reviews to your website provides consumers the top information they're seeking, adds credibility to your brand and boosts your SEO efforts.

A robust Online Reputation Management platform will make this seamless, so you can make reviews from major sites such as Google and Facebook, along with NPS data, easily accessible to site visitors.



Need Help? Managed Services May Be the Answer

If you have a small team or one that's really busy, you can outsource the ORM work to a provider. Doing so will save you time and headaches, while providing peace of mind knowing that your online reputation is in capable hands.

Choosing the Right ORM Platform: What to Look For

To maximise your investment, you should qualify your options carefully and look for:

- A comprehensive solution with integrated capabilities that span all aspects of ORM.
- An automated platform that scales reliably across thousands of locations.
- Intuitive dashboards that provide at-a-glance insight.
- Analysis and reporting tools that provide actionable insights to improve customer experience.



About Reputation.com

Reputation.com delivers the category-leading Online Reputation Management platform for large multi-location enterprises.

We help companies monitor review sites, generate more representative ratings, gain insights to improve operations, and drive loyalty and revenue.

For more information, visit us at reputation.com, contact us at contact-u@reputation.com or **0800 066 4781**.

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