



Reputation Marketing FAQ

1) Do I need Reputation Marketing?

If you do not already have a 5-star reputation & are spending any amount of money to market your business, then you are publicizing your bad reviews & actually driving people away from your business.

There are, in fact, 4 kinds of reputations online...

- A Bad Reputation
- No Reputation
- A Good Reputation
- A 5-Star Reputation

Those with a 5-star reputation get more calls, earn more business, can charge a premium, get more referrals & make more money. If those are things you want & you do not already have a 5-star reputation, then we can help get you there.

By the way, don't take our word for it, according to a 2011 Harvard Business Review study, "A difference of one "star" in average rating led to a difference in revenues of 5-9%." If you could increase annual revenues by 5-9% in your business, would that have an appreciable impact?

Of course just getting your 5-star reputation is an achievement, but it is only half the battle. Once you've got it, you need to market it properly to derive the most business from it. You guessed it, we can help you with that too.

2) How long will it take?

While basic online reputation marketing is something that you should continue to do for as long as you are in business, when a client has a good deal of poor reviews, an initial, more aggressive campaign is often recommended & a realistic initial term for a more aggressive campaign is 6-12 months. After this initial push, we can scale back to a more basic reputation marketing service package. You can, however, start seeing some results in as little as a few weeks. Each client's situation is unique. We will provide more specific time-frames for you after assessing your unique situation. It is important to note that results are based not only on what we do, but upon the involvement of your own team. We will provide specific instructions for your staff on what they need to do to get your patients to leave reviews for you, so that, together, we can attain the results you are looking for in the shortest period of time.

3) **What's included with your basic reputation marketing service package?**

Our basic reputation marketing service is quite robust and includes implementation of proven review systems in your practice, training for your staff, creation of web pages just for reviews of your business, review filtering to maximize the number of positive reviews that are placed online & minimize the number of negative reviews, online tracking, and regular reporting.

Our team will scour the internet looking for any mentions of you or your practice & will forward those mentions & comments to you on an ongoing basis. The purpose of this is for you to be able to address any negative comments quickly, so issues do not expand and take on a life of their own.

We will also consult with you on how best to address these issues, as addressing an issue improperly can actually fan the flames and make a situation even worse. Receiving immediate notification of online mentions of your business also enables you to better monitor the performance of your staff, to make sure that your clients/patients are getting the 5-star service that they deserve & that you want to become known for.

Our team will also set up a mobile friendly webpage on a neutral 3rd party site just for your business. This is a page where patients will be directed to leave a review for you. What's almost magical about this page is what happens when they leave that review.

If they leave a negative review, they are directed to a page where they are thanked for their valuable feedback & notified that someone will follow up with them shortly to see what can be done to make them happy. Then you and your staff receive an immediate notification with their review & the contact information that they provided.

If it is a positive review, they will be directed to a page where they will be thanked for their valuable feedback and will be asked to re-post that review to a review site of our choosing...whichever site needs the most attention at that time. They will be presented with a live link directly to your specific listing on the review site & will be presented with instructions on exactly how to re-post that review.

You will also receive professionally written & designed print-ready letter templates, email templates, postcards & business cards to spread the word and ask your clients/patients for their feedback. This is a great way to kick-start your campaign and collect a bunch of reviews from those who you know would be happy to give you a public thank you.

Finally, we will create a custom online training portal for you and your staff. We have created a series of staff training videos that will help your entire team to understand the core principals of online reputation marketing and the importance of their role in making your reputation marketing campaign a success. To make sure that everyone on your team is on board and goes through the training, each team member receives their own login & is tested on their understanding of the training at the conclusion of their training session. Since this training is conducted online, each team member can take the training at their own pace and, of course, you will have the ability to see who has completed the training & who as not.

4) Wow, that's a lot! So, what's included in your more advanced reputation marketing packages?

Our most popular packages include coupon marketing integration as well as our active posting services. What this means is that after a client of yours posts a review, many of them will not take the additional step to re-post that review online. In the event that they do not re-post that positive review, our system will have already prompted them to grant us the legal right to post the review, online, on their behalf. Using our proprietary system, we would then, of course, post those reviews for you. We can even syndicate those positive reviews to social media sites like Facebook, Twitter, Pinterest and more...both as text and as images!

We also offer review response services, wherein you provide a list of approved review responses & our team handles all of your review replies on your behalf.

Our most advanced services include all of the above, as well as a mix of:

- more advanced staff training
- creation of video testimonials
- marketing & syndication of those videos
- creation/customization/optimization of your YouTube, Facebook, Twitter & Google+Local
- social media integration
- reverse SEO
- direct contact with reviewers and review website owners
- press release writing
- article writing
- forum posting
- QR Code integration
- sms text review submission & text marketing integration
- and much more.

These packages are highly customized, based on your unique situation, budget & goals. The fewer the issues, the less that needs to be done to fix them. The more extensive the issues, the more that will need to be done to fix them. We will be able to present you with our recommendations and a number of options, once we have completed the research and analysis for you.

5) Will I receive reports on your progress?

Yes, we send out reports on a weekly basis as well as review alerts as new reviews come in.

6) Can your team keep our engagement of your services confidential?

Yes. Unless you choose to tell them, nobody will know you have hired us. We do not discuss our reputation management clients with anyone outside of our own organization.

7) If we have a lot of bad reviews on a particular review site & send clients/patients there to leave a review, might the review they leave for us be influenced by the poor reviews they might see?

Yes. That's why we've built proven systems, specifically to address these situations. Once there are ample positive review added to a site like this, then we can send people, through our system, directly to that site. But to start, we have another method of collecting reviews on these sites that will circumvent that kind of problem.

8) Will you be able to push down my current negative reviews on Google?

Yes. We use proven techniques to get positive information about your brand to rank more highly, thus pushing negative information about your brand further down in the search results. When people look online, they usually do not look past the first couple of pages, so by pushing damaging information to page 3 or beyond, it is highly unlikely that your prospective clients will see it.

9) Can you get bad Yelp reviews removed?

Yes and no. Yelp reviews can only be removed if they are in violation of Yelp's guidelines. These include personal attacks, not involving first hand experience or irrelevant reviews. Valid reviews (good or bad) cannot be removed. The best strategy is simply to get clients/patients that have a positive experience to leave reviews for you on Yelp. This is just part of our strategy, but it is important if you have many poor reviews on this review site.

10) Can you help remove Ripoff Report posts?

Yes and no. Unfortunately, if someone posts to Ripoff Report, the post is permanent. Not even the original poster can change or remove the post. While Ripoff Report has been challenged in court, even on false posts to their site, they are not legally obligated to remove any posts & have demonstrated that they are unwilling to do so. There is however one, and only one, remedy for dealing with negative posts on Ripoff Report. While it is not something that we can do for you, it is something that we advise our clients on how to address the issue themselves.

11) How much does reputation marketing cost?

This will depend on what you want to achieve and on the extent of your current reputation issues online. Some clients are only concerned about getting the first page cleaned up while others want the first three pages. Some businesses have no online reputation at all, while others have issues with 100 bad reviews across a dozen different review sites. Pricing will also depend on how many search terms your negative reviews show up under. To get a bit more specific, however, reputation marketing services can be found for anywhere between \$99 and \$15,000 per month. Obviously that is a very wide range with a very wide range of services included in the various packages. While we do offer lower cost starter packages in the \$99-\$499 range, in our experience, most small to mid-sized businesses are best served with comprehensive reputation marketing packages in \$750-\$1750-\$2750-\$3750 per month ranges. To get a quote for your unique situation, [click here](#) and schedule a free consultation.

Each package will have a setup investment associated with the first month of service, during which time we will be creating rating websites & systems, designing print materials for your office, training your staff, etc.

The more important question is not, "How much does reputation marketing cost", but rather, "How much is it costing me, right now, to have bad reviews out there? What is the value of a new client to my business & how many clients or patients have I lost over the last few years because of my online reputation issues?" Or perhaps you have great reviews but are not marketing them, so are losing business to competitors who are. In most cases the investment in a thorough reputation marketing campaign is far less than the cost of not doing one.

12)How much does having some reputation issues REALLY cost you?

Click on this link: <http://goo.gl/fuLxV> and use the quick calculator to find out.

13)What's the next step?

If you have not yet scheduled your complimentary consultation, pick up the phone & call us right now at 888-881-8345 x101.

If you have already scheduled for your free consultation:

1. go to <http://goo.gl/TDOyg> & read through all the reviews you have on your customized report
2. Jot down any thoughts you have about
 - the source of these reviews
 - the reasons these reviewers posted these reviews
 - the business processes in place that may have contributed to these issues
 - what you feel you and your team can do differently to improve the client experience
3. Watch the video at <http://goo.gl/L8uv5>
4. Make a list of any questions that you might have, so your analyst will be able to get each question answered during your call
5. Complete the spreadsheet at <http://goo.gl/fuLxV>
6. Ensure that you are in front of a computer, with an internet connection, during the call

What you can expect from the call:

- Your Analyst will put together additional reporting data prior to your call
- They will
 - Present any additional findings to you
 - Answer all of your questions
 - Explain the options regarding ways to address the issues
 - Provide their recommendations
 - Provide you with a proposal

Note: Calls may be conducted via Google+ Hangout, Skype or Conference Call. We find that both voice & video quality are best with Google+ Hangout; second best with Skype & 3rd best with the conference call line. However, to use either Google+ Hangout or Skype, all participants need to have (or create) an account on the same system, and all participants need to have speakers and a microphone. Since many of our clients are not setup to use these systems, by default, we schedule all calls to be conducted via the conference call line. If you would prefer to hold your call using either Google+ Hangout or Skype, email us with your request & your Google+ ID (Gmail account) or Skype ID.

If you prefer to simply use the conference call line, at your scheduled call time, please go to <https://www.freeconferencing.com/meetings/980-474-827>. Then dial **(712) 432-0075** & enter the Access Code **467632#**.

Since our analysts work on fairly tight schedules, if, for any reason, you are unable to make this appointment time, or are unable to both read the reviews and watch the video, please call [951-215-6224](tel:951-215-6224) to re-schedule your appointment.