



*Make More, Work Less Webinar*

# **How To Create A “Competition- Crushing” Online Reputation**



# Broadcasting From California


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# Matt Capell, our Local Favorite Superstar

Idaho flooring dealer Matt Capell is knocking it out of the park with online reviews! he has hundreds more reviews than his closest local competitor, and his level of business reflects that!

Congratulations, Matt! We love your Local Favorite Brag Wall!





A Great Online  
Reputation Starts  
OFFline

# Create A Great Showroom Experience

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PLEASANT  
AROMA



CLEAN/CURATED



BACKGROUND  
MUSIC



GREETED  
QUICKLY



TESTIMONIALS

# Phones



Answer with  
a smile



“How may I  
help you?”



Phone  
appointments



Real-time  
voice mail

# Design Audit: 21+ Differentiators Built In

1. Greeted totally differently when they first walked in
2. You built value in the Design Audit
3. Beverage menu
4. Sat down and asked questions and wrote down the answers
5. Zero-Regrets Guarantee
6. Lifetime Installation Warranty
7. Installer Professionalism Guarantee
8. In-Home Visit
9. Confirmation call the day before
10. Confirmation call 5 minutes before you arrive
11. Dressed professionally
12. Briefcase
13. Shoe covers
14. "I want to be your flooring consultant for life..."
15. Measured and inspected all of her floors
16. Testimonial portfolio
17. Inspected her vacuum
18. Inspected her walk-off mats
19. Inspected her spotters
20. Free bottle of spotter with free lifetime refills
21. Written prescription

# Why Online Reviews Matter?





# Online Reviews Matter to Consumers

Online content influences behavior, because consumers research your business.



97%

of consumers read  
reviews for local  
businesses



84%

of consumers trust online  
reviews as much as  
recommendations from  
friends or family

# Online Reviews Matter to *YOUR* Business

Greater quantity, better quality, and review recency all matter

Positive Review = new consumers and boost revenue



Each star increase leads to a  
9% revenue increase for a restaurant

How you respond to reviews matters to potential customers



89% of consumers  
read businesses'  
responses to reviews

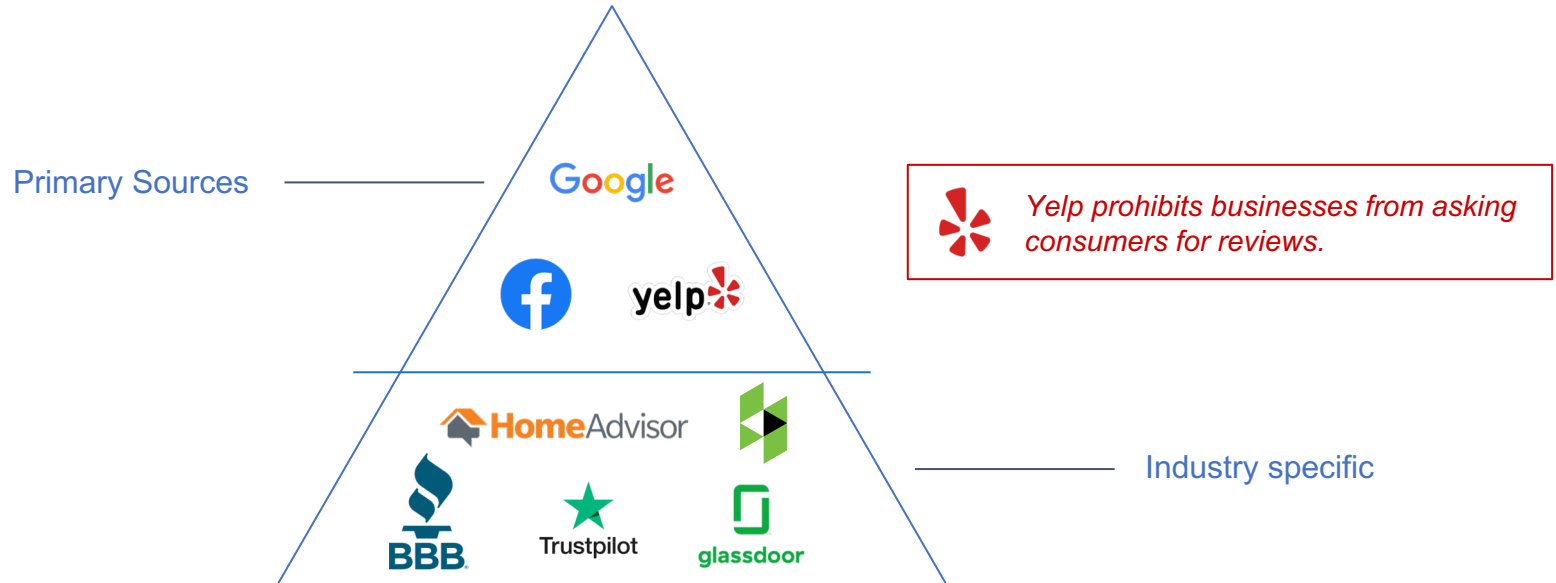
Negative reviews hurt your reputation

40 positive experiences to undo  
1 negative review



# Where To Get Online Reviews

There are numerous places online where you can see what's being said about your business.



# Online Review and Reputation Management

Get the reputation you deserve

Step 1:

## Review Generation

Get great reviews.  
Boost your reputation.  
Attract new customers.



Step 2:

## Review Monitoring

Listen to customers.  
Show that you care.  
Win their loyalty.



Step 3:

## Review Sharing

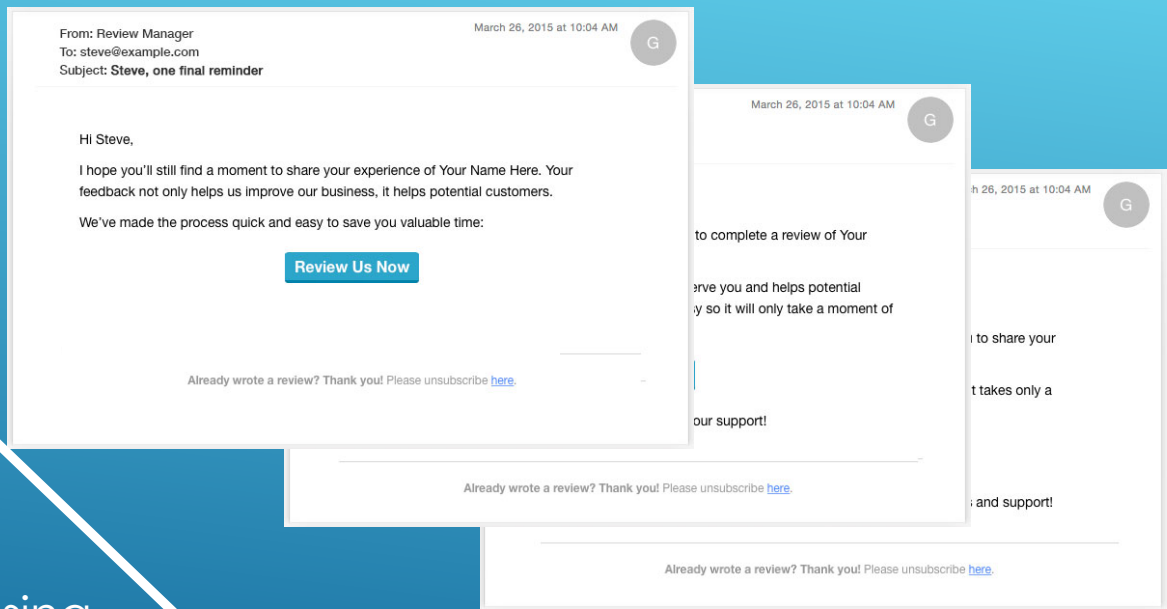
Showcase your reviews.  
Blast on Twitter and Facebook.  
Stream to your website.



STEP 1 ▶ Review Generation



# EMAIL DRIP CAMPAIGN



Increasing  
urgency

# Tools to Help Generate New Review

Widgets:  
Button on website

**"Review us" Button**

Embed code:

```
<a href="https://c[redacted]/holycow/"  
class="gradeus-button" data-content="Review Us"  
data-replace="true">Review Us</a>  
<script>!function(d,s,id){var  
js,fjs=d.getElementsByTagName(s)  
[0];if(!d.getElementById(id))
```

Preview

REVIEW US

Email signature snippet

**Email Signature Snippets** Stars

Highlight the signature content and copy/paste into email.

How did we do?  
★★★★★  
[Click to rate your experience with HolyCow](#)

Copy to Clipboard

Printed invite cards and QR Codes



## STEP 2 ▶ Review Monitoring





Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.





Good

Happy customer?  
Great....

Please take a moment to share your experience with us on one of these review sites. ×

Google+

Citysearch®  
Login w/ 

yp  
Login w/ 

facebook

yelp\*

Unhappy customer? Let's  
talk....

Name

Phone

Email

Message

Anti-spam: What is 6 + 19?

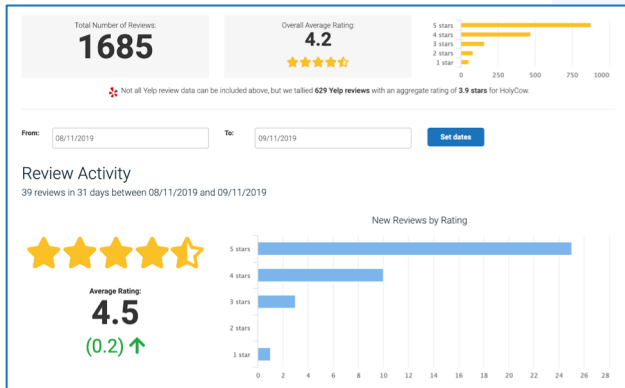
**SEND MESSAGE**

IDENTIFY UNHAPPY CUSTOMERS  
BEFORE THEY WRITE A REVIEW

# Reporting

## Automated customized reports (top level and location level):

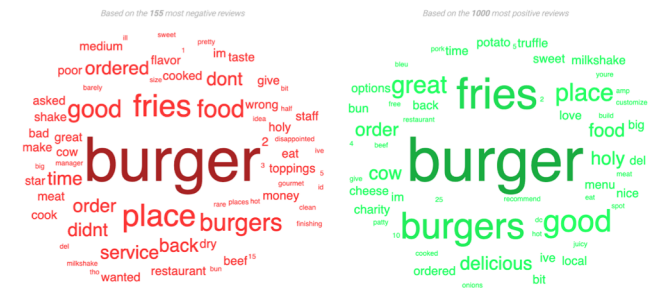
- Review volume
- Aggregate ratings
- Campaign reports
- Funnel click through reports



## Semantic word

### Sentiment Analysis and Word Clouds (beta)

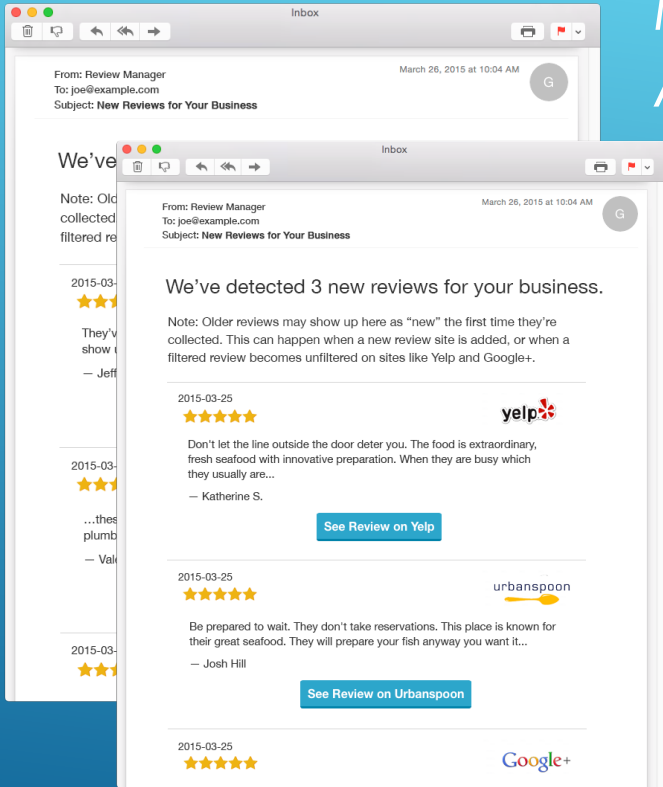
Drag the slider to see word clouds generated from the most positive or most negative reviews.



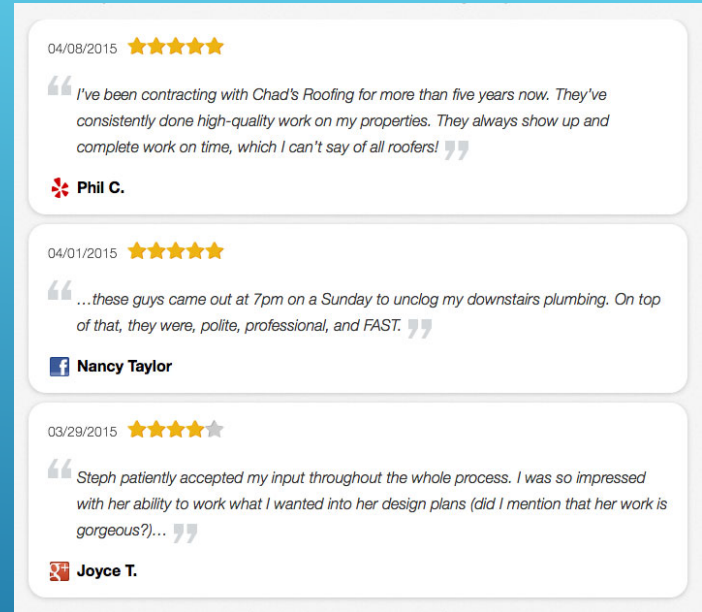
## STEP 3 ▶ Review Amplification



# MONITOR AND RESPOND TO REVIEWS; AMPLIFY YOUR LATEST AND GREATEST!



Review alerts by email



Review "stream" on website

**THE FSS TEAM  
HANDLES  
ENTIRE REVIEW  
SYSTEM FOR YOU!**

- ▶ **Acquisition**
  - ▶ **Monitoring**
  - ▶ **Amplification**
- 
- A series of four parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

# Timeline of an Online Review Journey

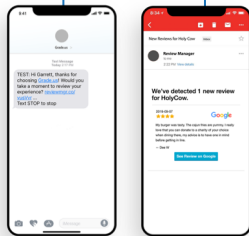
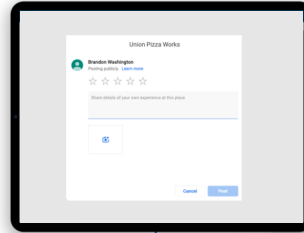
Customer

Business

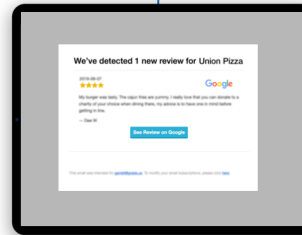
Customer visits review funnel



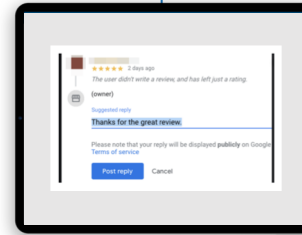
Customer writes review



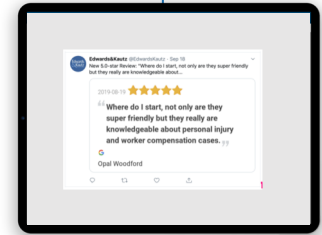
Business asks customer for review



Business receives review notification



Business responds to review on review site



Business shares review on social media



**LOCAL  
FAVORITE**

Kathie Rice -  
95 reviews

Michael  
Mondelli –  
71 reviews

Kitty  
Eyestone -  
46 reviews

Matt Capell  
– 547  
reviews

**PROGRESS!**



*You Can Generate, Monitor  
And Share Reviews Using  
Manual Labor...But It's A  
Lot of Work.*

*FSS Can Do It For You  
**The 5-Star Review System***



# Thank you & Questions?

**FLOORINGSUCCESS**  
SYSTEMS