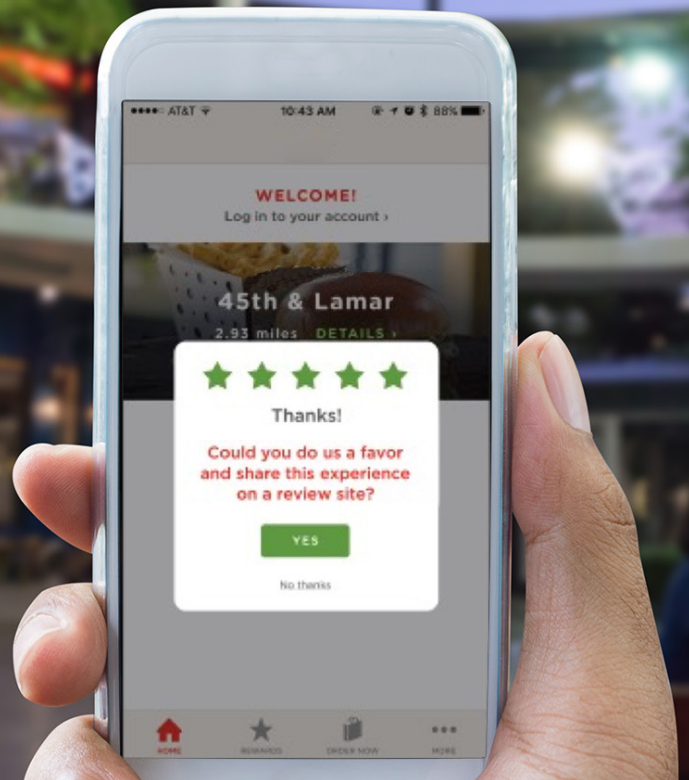




Local Social

Manage Reviews and Social Engagement Locally



Engage In Every Customer Conversation

With up to 87% of consumers trusting online reviews as much as friends and family*, what your customers are saying about you is more important than ever. How can your brand ensure consistent customer sentiment monitoring and engagement across a continuously expanding social ecosystem?

Rio SEO's Local Social integrates powerful tools that provide unparalleled insight into what your customers are saying about you. From a centralized dashboard gather integrated local review ranking and scorecards for all your franchises and locations. Actively engage stakeholders with customized email alerts of critical review and rating information that may impact your business.

With Local Social, brands can leverage our mobile app review request tool to proactively engage customers to provide feedback and reviews. Designed to be easily integrated into your mobile app, our review request tool is a powerful solution for gathering the reviews you need to build customer trust.

Local Social empowers your brand with the tools you need to capture and engage the voice of the customer.

Key Features

Daily monitoring of Yelp, Google and Facebook Reviews	✓
Centralized Response Dashboard	✓
Customized Email Alerts	✓
Location Rankings and Scorecard	✓
Review Request Tool	✓
Mobile App Review Integration	+
Competitive Review Monitoring	+
Centralized Social Publishing	+
Content Localization	+

Manage, engage, monitor, and measure your customer conversations across the entire social ecosystem.

Continued >

* "Online Reviews Are the New Social Proof", *Entrepreneur*, September 27, 2016

Overview

Ensure local reviews and ratings are the stars of your social marketing efforts

- ▶ Leverage review and ratings to boost brand presence and increase search results on popular review and recommendation networks
- ▶ Monitor and react to customer reviews and sentiment across Google, Yelp, Facebook and Foursquare daily
- ▶ Engage customers to provide valuable reviews by integrating Review Request Tool into your mobile apps
- ▶ Develop consistent and rapid review response strategies with integrated templates
- ▶ Create customized email alerts so that you can actively respond to reviews that impact your business

Engage customers across social networks

- ▶ Easily manage all social media efforts across your franchise's individual locations for local access and consistent brand message on multiple social pages
- ▶ Track social mentions of your brand on social sites like Twitter and Facebook in near real time
- ▶ Implement content approval workflows for quality control before publishing to the social web
- ▶ Utilize a content library with an industry news, blog and keyword database, content import feature, and customizable email template

Get unparalleled insight across the entire social ecosystem

- ▶ Gain full holistic view and management through a central comprehensive dashboard
- ▶ View aggregate and location-specific review ratings and stats
- ▶ Utilize customer sentiment analysis to identify top/bottom performers across all locations
- ▶ Leverage optional competitive review tracking to measure the success of your social marketing efforts

About Us

Rio SEO simplifies complex local marketing by empowering enterprise brands with solutions that engage customers throughout the search ecosystem. Our heritage as search experts combined with our first-class service drives tangible results for some of the nation's most recognizable brands. Rio SEO's professional services, Local Solutions, acts as an extension of your brand offering high-level expertise, local marketing support, and adaptability to the ever-changing SEO industry.

Whether it's search or social, we believe that every brand interaction is an opportunity to create a customer relationship. Our Open Local Platform powers the marketing solutions that multi-location brands need to establish a local presence and connect with customers. Rio SEO's suite of turnkey products includes Local Listings, Local Reporting, Local Pages, Local Social and Local Manager. From web to mobile, **we're redefining the technology driving the future of local.**



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