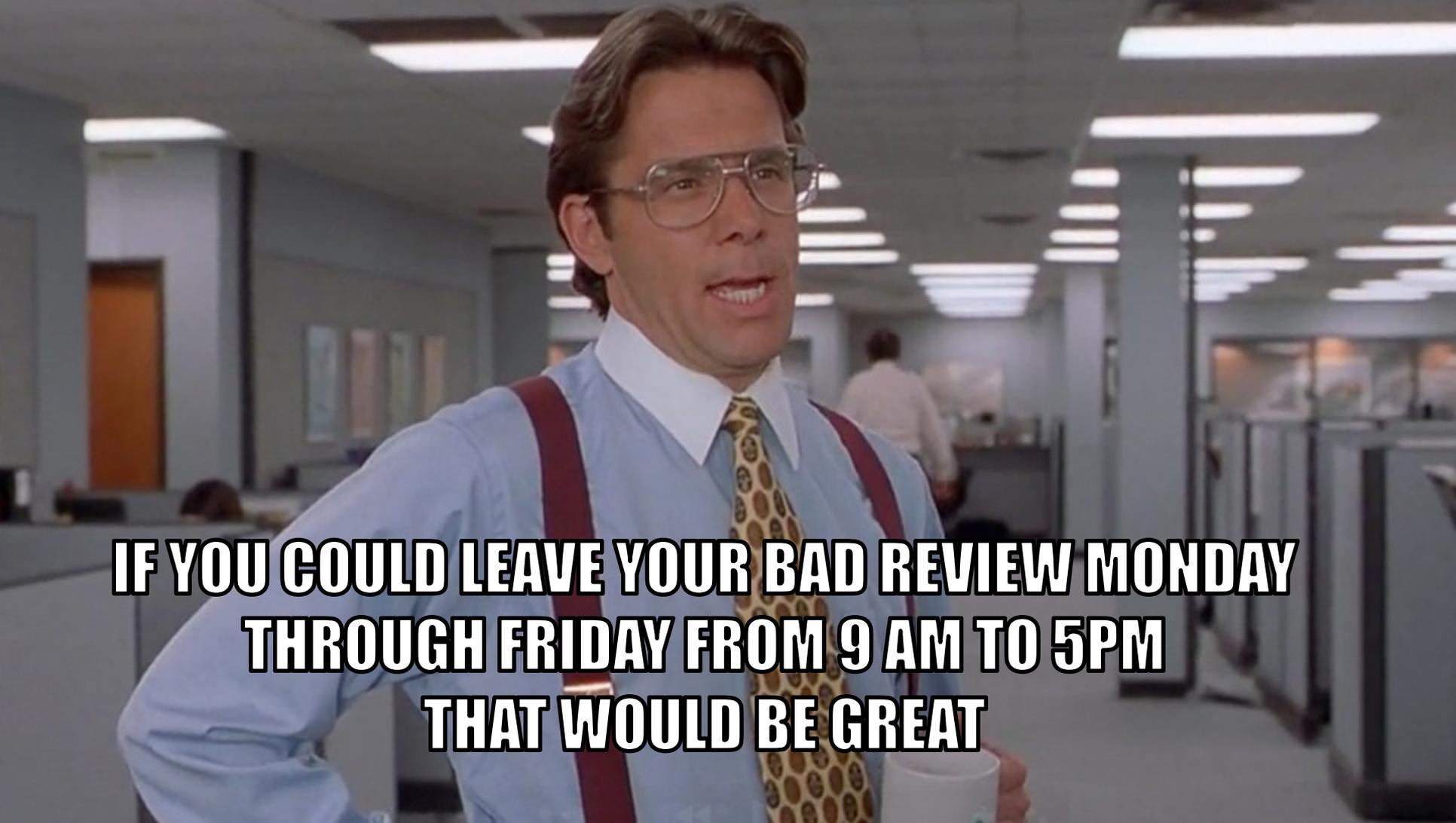




The Customer Isn't Always Right

Leveraging Social Media for Reputation Mgmt



**IF YOU COULD LEAVE YOUR BAD REVIEW MONDAY
THROUGH FRIDAY FROM 9 AM TO 5PM
THAT WOULD BE GREAT**

Why are Reviews Important

- You get the chance for feedback
- Turn great customers into advocates
- You get the chance to see cogs in your system
- You have one last chance to make it right

A person is holding a piece of cardboard with handwritten text. The text on the sign reads: "ADVICE - \$.50", "GOOD ADVICE - \$2.00", and "and jokes for free". The person is wearing a brown jacket. The background is blurred, showing what appears to be a public space.

ADVICE - \$.50
GOOD ADVICE - \$2.00
and jokes for free

91% of consumers read online reviews

<https://www.brightlocal.com/learn/local-consumer-review-survey/>

This Is No Longer About You

- Digital Marketing Ninja
- Social Media Magician
- Branding Maven



It's all about our customers



You are Customer Experience Creators

- You control the response
- You now have a second chance to change the narrative
- Be proactive for your clients
- If you do make a mistake, own it, and make it better



No one is perfect

A close-up photograph of two hands in business suits. The hand on the left is giving a thumbs-up gesture, while the hand on the right is giving a thumbs-down gesture. The background is plain white. A dark grey horizontal bar is overlaid across the middle of the image, containing white text.

**68% of consumers trust reviews more
when they see both good and bad scores**

(Econsultancy, 2012)

The Overshare

- People want to share their experiences
- The Good
- The Bad
- The Ugly

95%

**of unhappy customers
will return if an issue is
resolved quickly and
efficiently**

The National Association for Retail Marketing Services (NARMS)



Response

- Address Promptly
- Responsive, Not Reactive
- Move Conversation Offline
- Highlight the positives of the review
- Ask Questions

Create an in-house review team

- Think about your customer
- Add social channels to your existing customer service department
- What can you do to stop the review before it happens?
- Where in your sales process can you collect feedback?

Social Platforms To Claim

- Claim the page(s) for your business (there could be more than one)
- Update all the information, hours, locations, payment methods
- Add professional pictures and a summary of what you do
- Click “Get Notifications” for all reviews

Google

Google My Business

SIGN IN

START NOW

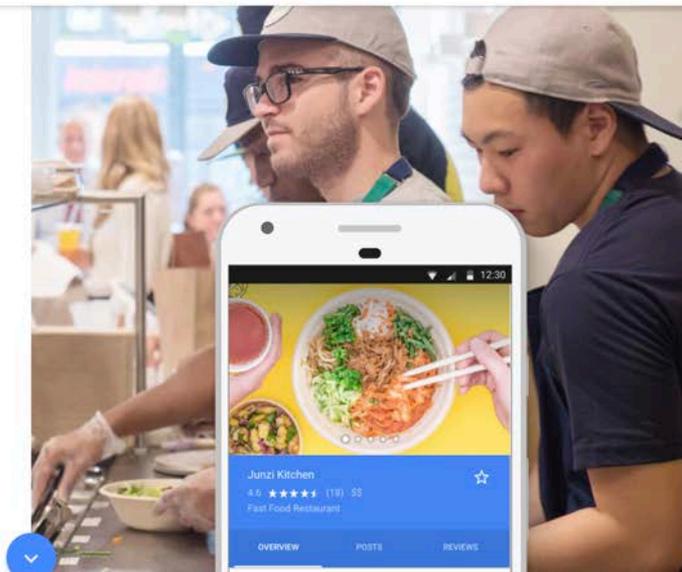
Home How It Works Resources

Show you're open for business.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW

Call to get started: **1-844-491-9665***



Facebook



The image shows a Facebook profile for "Ottawa Park". The profile picture is a square image of a green lawn with trees. The cover photo is a wide image of a building with a red roof and green trees. The profile name is "Ottawa Park" with the category "Park · Sports & Recreation". There is a "Call Now" button in the top right. Below the name are buttons for "Like", "Save", "Suggest Edits", and a menu icon. The rating is "4.2 ★" with "64 public ratings". There is a note "Unofficial Page" and a link "Is this your business?". At the bottom, there are two tabs: "About" and "REVIEWS".

Ottawa Park
Park · Sports & Recreation

4.2 ★ · 64 public ratings

Unofficial Page [Is this your business?](#)

About REVIEWS

The screenshot shows the Houzz profile for 'Canton Construction'. At the top, there is a search bar and navigation icons for 'LIGHTING SALE', notifications, a shopping cart, and 'Your Houzz'. The profile header includes a placeholder for a profile picture, the name 'Canton Construction', a 'PRO' badge, a 5-star rating, and '1 Review | Review me >'. Below the header are tabs for 'Overview' and 'Reviews', with 'Reviews' selected. Contact information '(734) 844-8420' and a 'Website' link are also present. A green button 'Claim Your Business' is visible on the left. The main content area is titled 'One Review for Canton Construction' and features a 'Review Me' button. The review is by user 'hsnitzer', who has a 5-star rating. The review text states: 'Relationship: Client', 'Project Date: May 2004', 'Project Price: \$10,000 - \$49,999', and 'CC did a complete exterior changeover of our home, new roof & new siding. Great job and great follow-up to my requests for some after-the-job adjustments.' The review is dated 'July 10, 2014' and has a 'Like' button.

houzz Search Stories, Photos, Products & More... LIGHTING SALE Your Houzz

Canton Construction PRO 5 stars 1 Review | Review me >

Overview Reviews (734) 844-8420 Website

Claim Your Business

One Review for Canton Construction

Review Me

hsnitzer 5 stars

Relationship: Client
Project Date: May 2004
Project Price: \$10,000 - \$49,999

CC did a complete exterior changeover of our home, new roof & new siding. Great job and great follow-up to my requests for some after-the-job adjustments.

Like July 10, 2014

yelp Find Restaurants Near Toledo, OH

The Four Horsemen Unclaimed

★ ★ ★ ★ ★ 29 reviews

\$\$ · [Soup, Burgers, Bars](#)

4452 Lewis Ave
Toledo, OH 43612

[Get Directions](#)
(419) 476-3900
[Send to your Phone](#)

See all 23 photos

Cheeseburger and fries
by Jeremy T.

"Everyone was friendly and you could tell they had a love for this **neighborhood bar**." in 4 reviews

"Yet another neighborhood gem that I'd have never stopped at, if not for **Mike P**. This place was recommended by him and it was pretty good." in 2 reviews

"The real sleeper hit in this menu though is the **chicken chunks**." in 2 reviews

\$\$\$ Price range \$11-30

Work here? [Claim this business](#)

Hours

[More business info](#)

The Unpleasantness

- Sometimes a customer is unrealistic
- Sometimes it's just an oversight
- Feedback can sting
- But no one/company is perfect.

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing a grey sweater. The laptop screen is visible on the left, showing a blurred document. In the background, another computer monitor is visible but out of focus. A semi-transparent dark grey horizontal bar is overlaid across the middle of the image, containing white text.

**Not only your customers review
your business**

Employee Review Sites to watch and claim

- Indeed
- Glassdoor
- Kununu

Response

- Address Promptly
- Responsive, Not Reactive
- Move Conversation Offline
- Highlight the positives of the review
- Ask Questions



Key Takeaway

Closing Thoughts

- Respond to your reviews, positive and negative
- Be where your reviews are
- Acknowledge mistakes, post a public apology, try to make it right
- Try and personalize your message



Questions?