



How to Build a Solid Online Reputation

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Definition



What is
reputation management?
[read more](#)

Reputation management is the understanding or influencing of an individual's or business's reputation.

It was originally coined as a public relations term, but with advancements in computing, the internet and social media made it primarily an issue of **search results**.

Consumer Buying Decisions



Consumers buy based on...

- Need
- Emotion
- Referrals
- Trust
- Reputation

Consumer Buying Decisions

Consumers are doing their homework and trusting what they read...

72%

OF CONSUMERS TRUST ONLINE REVIEWS AS MUCH AS PERSONAL RECOMMENDATIONS FROM REAL PEOPLE

SEARCH ENGINE LAND

68%

OF CONSUMERS GO TO SOCIAL NETWORKING SITES TO READ PRODUCT REVIEWS

VOCUS

90%

OF CONSUMERS SAY THAT POSITIVE ONLINE REVIEWS INFLUENCE THEIR BUYING DECISIONS

DIMENSIONAL RESEARCH

Consumer Trust

66% of respondents trust reviews posted online by total strangers

EARNED AND OWNED MEDIA REMAIN THE MOST TRUSTED AD FORMATS

PERCENT OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT



EARNED
2015

DIFFERENCE
FROM
2013

Recommendations from people I know

83%

-1%

Consumer opinions posted online

66%

-2%

Editorial content, such as newspaper articles

66%

-1%



OWNED
2015

DIFFERENCE
FROM
2013

Branded websites

70%

+1%

Brand sponsorships

61%

0%

Emails I signed up for

56%

0%

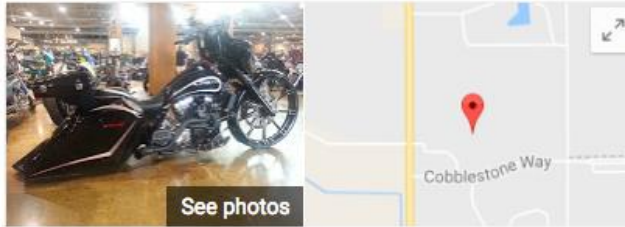
The Nielsen Company 2015

Where Are Reviews Being Posted?

- Google
- Yelp
- Facebook
- Angie's List
- Merchant Circle
- Insider Pages
- Niche Sites & Directories



And Now An Example...



Woodstock Harley-Davidson ★

4.7 ★★★★★ 113 Google reviews

Website

Directions

Motorcycle dealer in Woodstock, Illinois

Chain selling the brand's signature motorcycles, plus apparel & more at some branches.

Address: 2235 S Eastwood Dr, Woodstock, IL 60098

Hours: Open today · 10AM–7PM ▾

Phone: (815) 337-3511

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Reviews from the web

4.7/5 [Facebook](#) · 545 votes

3 Steps to Building a Positive Reputation

- Monitor
- Respond
- Cultivate



Step 1: Monitor Reviews

Claim your directory listings

- Update all listings with precision and consistency
 - Add logos
 - Add relevant images
 - Add link to website
 - Add contact information
 - Complete any additional fields



Step 1: Monitor Reviews Cont'd

Watch for review notifications

- By email
- Platform notifications
- Paid services available



Step 2: Respond to Reviews

- Respond within 24 hours
- Be professional
- Be personal
- Don't be defensive
- Don't offer freebies to unhappy customers
- Take conversations off-line when appropriate



Step 3: Cultivate Reviews

- Ask for Reviews from Happy Clients
 - In Person
 - By email
 - Through Social Media
 - On receipts
- Ask in that Moment of Joy / Satisfaction
- Ask for Reviews in Multiple Platforms
- Hire a Professional Service



The Truth About Bad Reviews

- You Can't Ignore Them
- The Customer isn't Always Right
- Your Response Matters
- No One Expects Perfection
- They Create Opportunity to Improve



Wrapping It All Up

- Monitor
- Respond
- Cultivate
- Your Happy Clients Will Become Your Sales Team, Cheerleaders and Referral Sources
- Leverage Your 5-Star Reputation
 - In collateral materials
 - On your website
 - In your social media



Thank you