How to Build a Solid Online Reputation
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Definition

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**

<table>
<thead>
<tr>
<th>EARNED 2015</th>
<th>DIFFERENCE FROM 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations from people I know</td>
<td>83%</td>
</tr>
<tr>
<td>Consumer opinions posted online</td>
<td>66%</td>
</tr>
<tr>
<td>Editorial content, such as newspaper articles</td>
<td>66%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWNED 2015</th>
<th>DIFFERENCE FROM 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded websites</td>
<td>70%</td>
</tr>
<tr>
<td>Brand sponsorships</td>
<td>61%</td>
</tr>
<tr>
<td>Emails I signed up for</td>
<td>56%</td>
</tr>
</tbody>
</table>

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
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 60096

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