



# Intro to Online Reputation Management





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## Why do reviews and your online presence matter?

What is your online presence?

- Communication
- Trust
- Standards
- Loyalty
- Relations
- Identity
- Your customers

The impact:

- With positive reviews, come increased sales .
- Build credibility and trust.
- On-line insights.
- Reveal your best side.
- Recruitment – staff and customers.

## Where reviews come from and how to deal with them?

- Everyone had an opinion and today they are sharing them online.
- Which platforms should you be active? ALL OF THEM! Google Business, TripAdvisor, Expedia, Tourism Saskatchewan, Yelp, Affiliates to your business. Consider where customers visit online to find what they need.
- Where are consumers are sharing reviews? EVERYWHERE - Google Business, Facebook, Instagram, Twitter, YouTube, Yelp, TripAdvisor, TikTok and more.
- Value of a positive review: reviews turn to sales. Consumers trust user-generated content more than traditional media. Build your positive reviews through email and social.
- Consumer review sites and where to list: Google Business, Yelp, TripAdvisor, Tourism Saskatchewan.
- Monitoring online presence – The “To Do List”:
  - Reviews: monitor, request, respond, share
  - Surveys: build, report, share
  - Business listings: audit and correct
  - Social media: monitor, publish, advertise
  - Operational insights: diagnose and improve
  - Enterprise reporting: CEO and employee benchmarks - create internal goals for gaining followers, reviews, email signups.





### **Digital footprint and digital shadow:**

- Digital footprint: what you say about yourself.
- Digital Shadow: what others say about you.
- What does your shadow and footprint look like?

### **Develop a winning reputation that's both positive and visible:**

- Utilize an online network around you. Create your brand store and using available tools, examples: photos, videos, auto-generated content, social media posts, news, profile pages, blog mentions.
- Create the linked web (picture a spider web with your website in the middle) with your website. Think of your website as a home base and have it linked to other sites by placing hyperlinks and keywords, and the link the following: blog posts, press releases, forums, competition and partner websites, social media, review sites.
- Focus on listing, reviews, competition and social media.

## Goals to Maximize Visibility and Reputation

### **1. Visibility**

- Make sure you are listed where you need to be (i.e. Google). You want customers to find you.
- Your website is the most valuable platform and you want it listed on the first search/first page. What determines this?
  - Accuracy of contact information and keywords across all your platforms - frequency and relevancy of keywords (SEO words)
  - Number of website visitors (popularity suggest truth)
  - Number of other websites and platforms that list your site
- How to be top SEO (Search Engine Optimization):
  - Accuracy of your data on all your platforms - website, social media, listings. Consistency matters.
  - Review star average
  - Review volume
  - Number of reviews
  - Responding to all reviews
- Make sure your listings are accurate: SEO like constancy in your listings and webpage information
- Google is the #1 way people find a business, paid and organically



## 2. Reviews & Mentions

- Encouraging customer reviews - three steps to succeed: engage, employ tools, and harvest user-generated content. Market/highlight your reviews on your online platforms to gain new ones.
- SEO aligned with Google reviews – build it and they will come.
- Get more positive reviews – share you Google Business review link through: social networks, referral marketing, SEO, email marketing, affiliate marketing, mobile advertising, microblog, pay per click. Advertise at your in-person tills, store fronts and high traffic areas. Run an in-store “Enter to Win” contest for leaving a positive review.
- Plan a strategy to address regative comments. Always respond. Have automated responses ready and be proactive. Encourage a private conversation. See same responses on page 4.

## 3. Monitoring the competition

- Post more social updates than your competitors – make posts interesting (photos and videos are key)
- Aim for 5-star and higher reviews.
- Compare placements in searches – keywords relevant to your business.
- Competitive offers and assess why they are valuable. How you can offer similar valued offers?

## 4. Social Marketing (Facebook, Instagram, Google, Trip Advisor, Email Marketing)

- Social media marketing: Building fans, generating captive leads, customer service.
- Interesting and relevant content: Create blogs and fresh content regularly
- Connect with influencers: If you are a destination, find an adventurer. If you are a hotel, invite them for a weekend stay. If you offer activities, invite influencers to try them out.
- Create packages, deals, and offers: Generating leads, use call to action.
- Engage with influencers online
- Always include a call to action in your post (e.g., “Visit our website”; “Call now to book”; “What is your favourite memory of visiting us?”)

## Recap

### 1. Consumers control conversations:

- Business brands are no longer exclusively what they say they are. Today, brands are largely defined by consumers.

### 2. Monitoring your reputation isn’t enough:

- Businesses need to know what their customers are saying, as well how to manage that info and build their reputation as well.

### 3. Social media isn’t just about followers and likes:

- It can also be used to generate leads and conduct customer service in order to gain return on investment. It tells your brand and story. It shows you are active and engaging.



## Review Response Examples

### 1. Response to a **NEGATIVE** review

(The goal is to get it off the public platform and into a private conversation)

"We are truly concerned to hear about this matter and want to explore further. Would you be so kind to DM us?"

"NO."

"We would really like to assist. Please DM us".

### 2. Response to a **POSITIVE** review

"Thank you very much for such a great review! We work really hard to offer the best possible service in the best possible environment and is happy to see that reflected in your last visit. Thanks you for sharing your satisfaction. We have made sure that \*mentioned employee\* saw your review and got the recognition she deserved. We look forward to seeing you again!"

### 3. Response to mostly positive review, with some criticism

"Thank you so much for the review on your experience. We appreciate your business and feedback. We strive to always improve each experience our guests have with us and look forward to seeing you again."

### 4. Response mostly negative review, with some positive

"Thank you so much for the review and for taking time to give us your feedback. We strive to improve our guest experience. This feedback helps us to deliver on the promise of good customer service and experiences. If you have any further suggestions, we welcome you to DM and share with us."

## Tips

- Negative reviews are easy to get. People want to feel heard. Positive reviews require work. You may have to ask up to 10 times.
- Best practice: Personally ask visitors or customers how their experience was as they are leaving, then soon after send an email survey with space for comments.
- Asking in-person can get you that positive review and help avoid negative one.
- Customers feel heard, this may keep them from publicly leaving a review where you may or may not have control of the conversation.
- Email marketing is a VERY powerful tool to gain reviews and encourage repeat customers. Collecting the email of inquiries, visitors, and customers is an easy and FREE way to connect with them with seasonal specials, invitations to stay top-of-mind, and survey/please review us emails.
- Every customer should be asked to leave a review with a direct link to your Google review listing.
- Find your Google Review Link- Google Business Profile. On right side of screen, find the button on your profile "Get Reviews" and copy link.





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