



REPUTATION MARKETING PROPOSAL  
Developed For:

Dutchie's Fresh Market

**From:**  
**Screaming Tree Media**

# Reputation Marketing Proposal

## Overview Summary

### **Issue: Company Is Not Listed On All The Correct Directory Sites**

Thousands of customers everyday search on local business directories like Google+, Yelp, Yahoo Local, and dozens of other sites to find the most reputable company to do business with. After extensive research we found that your company could not be found or is not properly set up on some of the most vital directories for your business.

### **Solution: Research, Set Up, and Claim Local Directories**

- 1. Proper Industry Directory Research**
  - Develop detailed research on local directories based on industry keyword research
  - Research top competitive companies to find directories they are listed on
- 2. Proper Set Up And Claiming Of Your Business Listing**
  - Create accounts on the best industry specific directories
  - Proper set up of your company information and categories on each site
  - Claiming of your listings in order to control them and respond to reviews

### **Issue: Missing Reviews & Poor Reputation Exposure**

We found some reviews and ratings about your company on local business directories but not across all valuable directory sources. The public uses reviews from other recent clients as an objective way to choose who to call. When there a limited and / or outdated reviews they do not have enough data to make an informed decision about you. Many local directories such as Web Local and N49 aggregate reviews from other sites. Therefore both good and bad reviews can spread to other sites very quickly.

### **Solution: Average Up Your Reviews and Bury Your Bad Reviews**

- 1. Post more 5 Star Reviews to bring your reputation score up**
- 2. Post more 5 Star Reviews to insulate against bad reviews that could occur on the first page of your listing**

### **Issue: Not Enough Reviews To Be Trusted**

Consumers will read an average of 10 reviews before making a decision and research shows that customers do not trust a company that has less than 10 five star reviews or reviews that are outdated. Therefore your company needs a strategy to quickly get more online reviews to show up on your directory listings.

### **Solution: Create A Customer Review Strategy**

- 1. Create professionally designed review collection material to elicit customer reviews**
- 2. Create a professionally written email campaign to collect customer reviews**
- 3. Access to media center for additional methods to collect reviews**

### **Issue: No Control Over Reviews**

No matter what strategy a company uses to collect reviews; your company does not have control over the fact that customers may post bad reviews. Your business is only one customer away from getting a poor reputation online.

#### **Solution: Create A Private Review Page To Collect Reviews**

A private review page will ensure that when bad reviews are posted that they will never be public. You will be notified of these reviews so you and your staff can address them if you would like privately and internally.

1. **Develop a private review page to collect reviews from customers**
2. **Create a process that bad reviews get filtered and sent to your companies' manager**
3. **Create a process to encourage customers to post 5 Star reviews on important local business directory sites**

### **Issue: No Digital Feedback or Surveys for Quality Improvement**

Companies that are serious about quality improvement get feedback from their customers through questionnaires and surveys. These prompt the patron to leave details specific to areas your business desires to improve (i.e., atmosphere/ambience, cleanliness of restrooms or facility), not simply what the customer finds good or bad.

#### **Solution: Create a Quality Improvement System.**

1. **Develop a custom feedback page to gain valuable insight into what customers think about your business**
2. **Develop a custom survey page to measure how customers value different aspects of your business**

### **Issue: No Review Posting Strategy**

Companies that get reviews from their customers cannot post those reviews online because local directories like Yelp, Google, Bing, and dozens of other have proprietary filters and algorithms to delete reviews that are posted from the same computer IP network. Therefore, if you post those reviews from inside your business, Google will delete them and flag your Google account as spam and may even delete your entire Google account.

#### **Solution: Develop a proprietary strategy that garners feedback and reviews from your customers and encourages them to post 5-star reviews to your local directory sites**

1. **Develop strategies to get maximum amount of feedback**
2. **Market real reviews from customers collected on our review page to your social channels**
3. **Convert the best reviews into images and post on social image sharing sites like Pinterest, Flickr, Facebook etc.**
4. **Optimize the reviews for your company**

### **Issue: No Reputation Monitoring System**

Unlike the 100's of different software that can monitor your social engagement, brand and company name, these technologies like Google Alerts cannot monitor your reputation. When people leave reviews on a directory site like yelp, they never mention your name because they're already on your business listing. Therefore, with dozens of review sites that are out there, there is no way for even the most sophisticated social or branding software to know if bad reviews are being posted and no way to follow up to get the bad reviews eliminated.

**Solution:** Create a monitoring process with our team that monitors, tracks, and reviews your listings on a daily basis

1. **Create a monitoring process that daily monitors, tracks, and reviews your online review sites**
2. **Utilize our team and processes to notify you when bad reviews are posted**
3. **Manually setup a protocol to review all your sites and notify your company of bad reviews**
4. **Develop a positive alert protocol so your team is notified about 5-star reviews so that they can follow up with the reviewer for a possible referral.**

### **Issue: No Reputation Website Marketing**

Almost 3 out of 4 consumers say that online reviews are a major factor in deciding or not deciding to buy a product or service. Currently on your website, you do not have the authority or social proof to show the customers who have visited you online that you are the leader in the marketplace.

**Solution:** Harnessing the power of written and video testimonials and adding them directly to your website for new and existing customers to see.

1. **Consistently add current testimonials to your Facebook Page (and eventually a websites)**
2. **Add the latest written testimonial reviews from your local directories to your company site (FB)**

### **Issue: No Video Marketing Strategy**

Video is so powerful today – it's literally everywhere online and it's the most consumed content on the planet! You do not presently have any video strategy to be able to leverage the search engine power that online video has.

**Solution:** Use regularly produced videos to market and brand your company as a trustworthy company to do business with.

1. **Establish a branded channel on YouTube that is optimized for a local business**
2. **Post short engaging videos that represent the brand and provide a call to action**
3. **Optimize the videos for search engines and syndicate them on all relevant social sharing channels**

## **Issue: No Reputation Reporting Process**

It's important that you and your team keep up to date on the progress of creating and maintaining a 5-star reputation online. Therefore, you need a detailed process that will inform you of both the good and unfavorable reviews in a report that you can share with your team.

**Solution:** Develop and maintain a reputation reporting process

1. **Create a reputation reporting procedural system**
2. **Develop a two week reporting process that highlights all your reviews from the various online directories**
3. **Create branding for the report so that you can use it to share with your staff and others to encourage them on the great job that they're doing**

**Note:** It can also be used as a learning tool to educate them on issues that arise when receiving bad reviews

## **Issue: No Reputation Marketing Staff Training (Reputation Marketing Culture)**

It's important to remember that every company is only one customer away from having a bad reputation. It isn't enough to create and manage a 5-star reputation. It's important to be proactive in creating a reputation marketing training process for your staff. The most successful companies create a Reputation Marketing Business Culture.

**Solution:** Build a reputation marketing training center for your staff

1. **We will build a customized and branded reputation marketing training solution each one of your staff. This will educate and inspire them to engage in developing and maintaining a 5 star reputation.**
2. **We will create individual training videos in order to educate your staff on why your online reputation is vital to your marketing strategies. This will insure that each one of your employees will have a clear understanding of how they can contribute and ensure that your company emerges as the market leader.**
3. **We will create a quizzing system where your staff can login, watch the training, and take a short quiz on what they've learned. This will help us make sure that each of your staff are on the same page.**
4. **We will then notify you on how they performed with the training so you have an understanding of which of your staff has a clear understanding of your goals and which ones might need a little more support.**

Developing a training system for you company ensures a proactive approach to creating and maintaining your 5-star reputation and will almost guarantee your seat at the table as being a market leader and most reputable company to be doing business with.

# Reputation Marketing Proposal:

## **SETUP:**

### **1. Directory Setup**

- ✓ Develop detailed research on local directories based on industry
- ✓ Research top competitive companies to find directories they are listing on
- ✓ Create and claim accounts on top local directories
- ✓ Proper setup of your company information and categories on each directory site
- ✓ Claiming your listings in order to control them and respond to reviews
- ✓ Confirm a list of your citations and company details
- ✓ Set up a process to monitor your listings on major directory sites

### **2. Private Review & Feedback Page(s) Setup**

- ✓ Create a private review page to capture reviews
- ✓ Brand the review page with company colors, logos and branding
- ✓ Create a unique URL to for your private review page
- ✓ Set up your review page with testimonials
- ✓ Build out a complimentary Feedback Page to collect and report on key client experience metrics

### **3. Review Process Setup**

- ✓ Create a protocol for reviewing online directories for all review posted
- ✓ Develop a review process to send alerts on all bad reviews to you or your support team
- ✓ Create a process to notify you or your sales team with positive reviews for follow up
- ✓ Create professionally designed review postcards and business cards you can print and send
- ✓ Create a marketing email to request your current list to post reviews for you

### **4. Reputation Marketing Training Center**

- ✓ Create a comprehensive training center for your company that will:
  - Educate your staff on the importance of 1<sup>st</sup> Class Service
  - Create a clear understanding of the importance of a 5 Star reputation online
  - Inspire your staff to get reviews and engage your customers
- ✓ Set up a quiz system to gauge their understanding of reputation marketing
- ✓ Report the results to you so you have clarity on what your staff understands

