

IVENDASTA PRESENTS
ConquerLocal™
CONNECT



Selling Reputation Management

A quick win approach for new clients



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PMM, Vendasta



Agenda

- What is reputation management?
- Why is reputation management important?
- Value proposition
- Selling & bundling reputation management
- Complimentary products
- How are agencies using it best?
- Q & A



Housekeeping Items

Open discussion!

Jump into the chat and share your thoughts

Connect with other Vendasta Partners in chat

Tell us how you're finding success

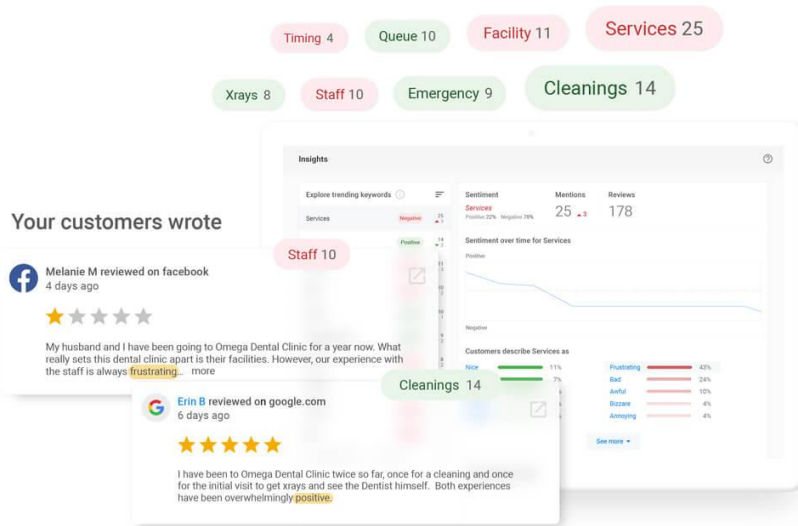
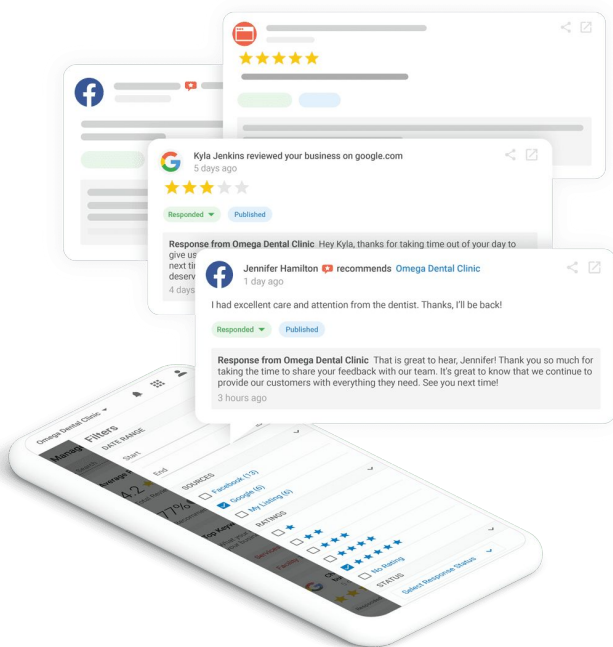
Mute yourself when you're not talking

Keep the discussion focused and positive



Reputation Management


Help local businesses manage their online reputation





Reputation Management

Manage their online reputation in one easily accessible place

 Reputation Management

Overview

★ Reviews

Manage Reviews

Review Display Widget

Response Templates

Request Review

Listings


Google Q&A


Mentions

Social

Analytics

Settings



Powered by Mountain Media

Manage Reviews 

Average Rating

4.3★

Total Reviews 594

0% 

Recommended your business

Industry avg. 4.4

Positive 0

Negative 0


Top Keywords

Word Cloud Keywords

Common topics mentioned in your reviews

website 61 webware 57 company 47 business 21 service 19

team 17 communication 13 experience 12 process 12 work 11

 Letitia Golubitsky reviewed your business on google.com

3 days ago

★★★★★


Webware is a company of top professionals who deliver a professional website and a great marketing support . Strongly recommend it

Responded Published

Response from Owner

Thank you for the wonderful recommendation, Letitia! Our ongoing commitment is to continue to meet and exceed your expectations.

3 days ago

 Margo Staniforth reviewed your business on google.com

9 days ago

Filters

Date Range

Start

End

Sources

☒ Google (594)

☐ Indeed.com (31)

☐ Better Business Bureau (30)

☐ Yelp (4)

☐ My Listing (4)

Ratings

☐ ★

☐ ★★

☐ ★★★

☐ ★★★★


☐ ★★★★★

☐ No Rating

Changes

☐ Removed

☐ Edited



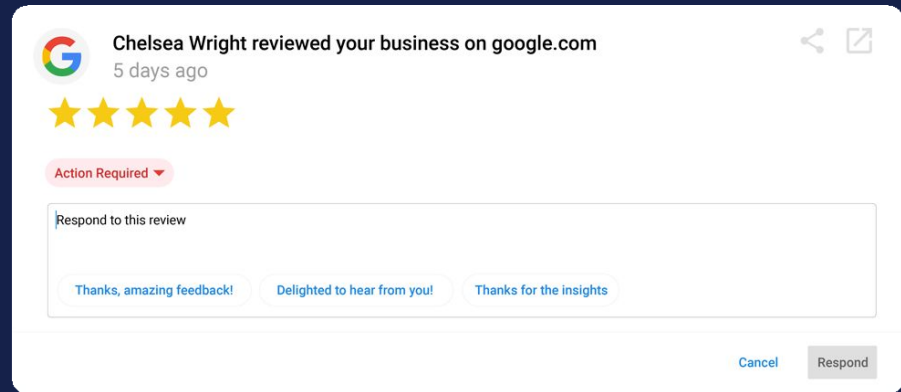
Did you know:

98% read online reviews
for local businesses.



Did you know:

89% of consumers are 'highly' or 'fairly' likely to use a business that responds to all of its online reviews.



A screenshot of a Google review response interface. At the top, it shows a Google 'G' logo, the text 'Chelsea Wright reviewed your business on google.com', and '5 days ago'. Below this is a five-star rating. A red 'Action Required' button with a dropdown arrow is visible. A text input field contains the placeholder 'Respond to this review'. Below the input field are three suggested response buttons: 'Thanks, amazing feedback!', 'Delighted to hear from you!', and 'Thanks for the insights'. At the bottom right, there are 'Cancel' and 'Respond' buttons.

Why reputation management?

Mainstream appeal and ubiquitous presence of reviews = more consumers are reading online reviews than previous years

**More consumers are
reading online
reviews than ever**

**57% increased
retention rate
compared to SMBs
who didn't purchase
reputation
management**

**More reviews on GBP
leads to more
actions: phone calls,
website visits, and
requests for
directions**



**Selling reputation management
increases client retention rates**



Value proposition

Affordable solution to initiating the conversation with clients and prospects by offering an easy-to-understand product: **influence the buying decision to get more customers and generate more revenue.**

Increase upsell
opportunities

Quick wins with fast
and measurable
results

Low risk, high reward

Show proof of
performance

Bundling for complete
reputation solution

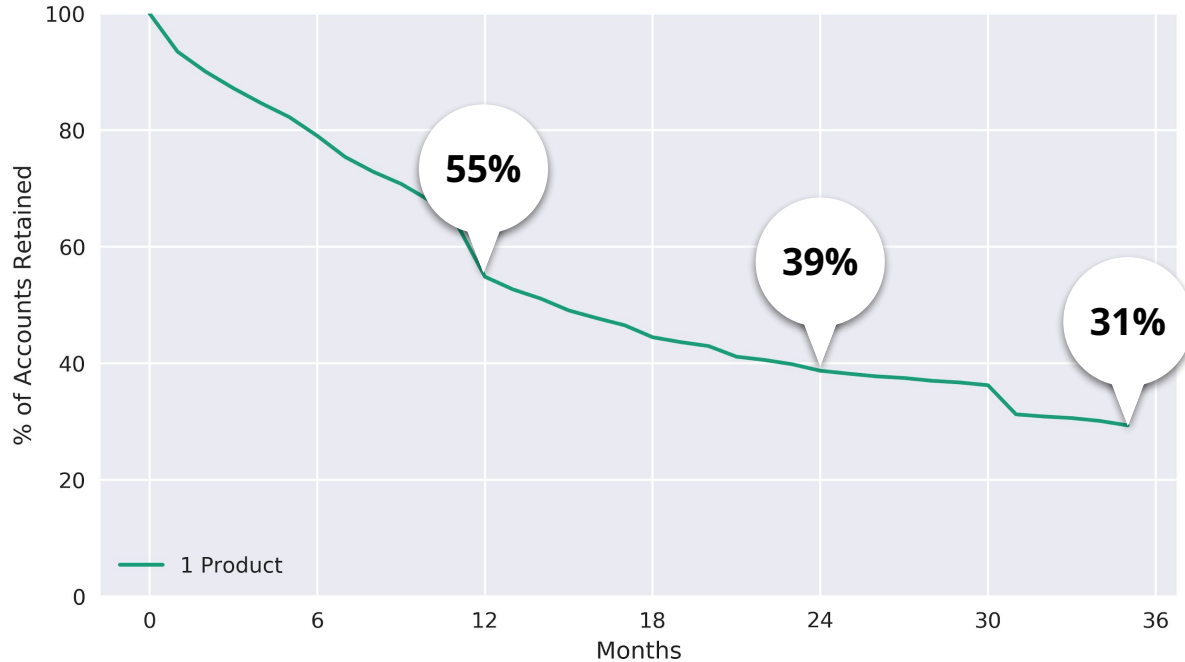


**Bundling products increases
client retention rates**



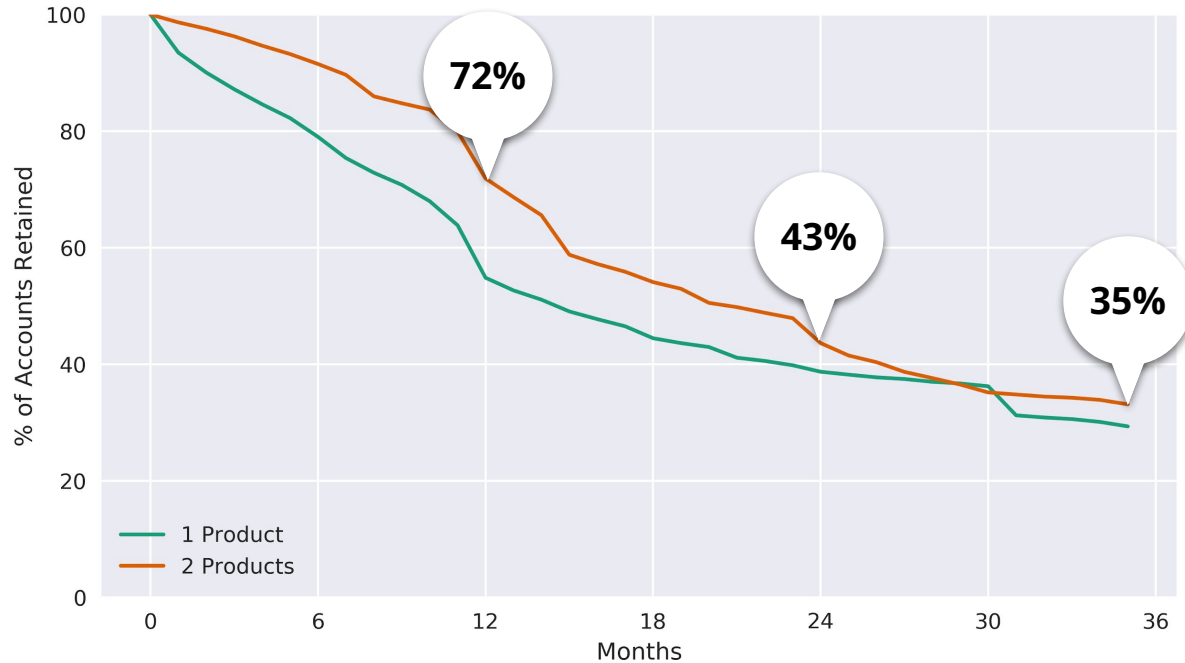
Total products purchased

Account Retention Rate



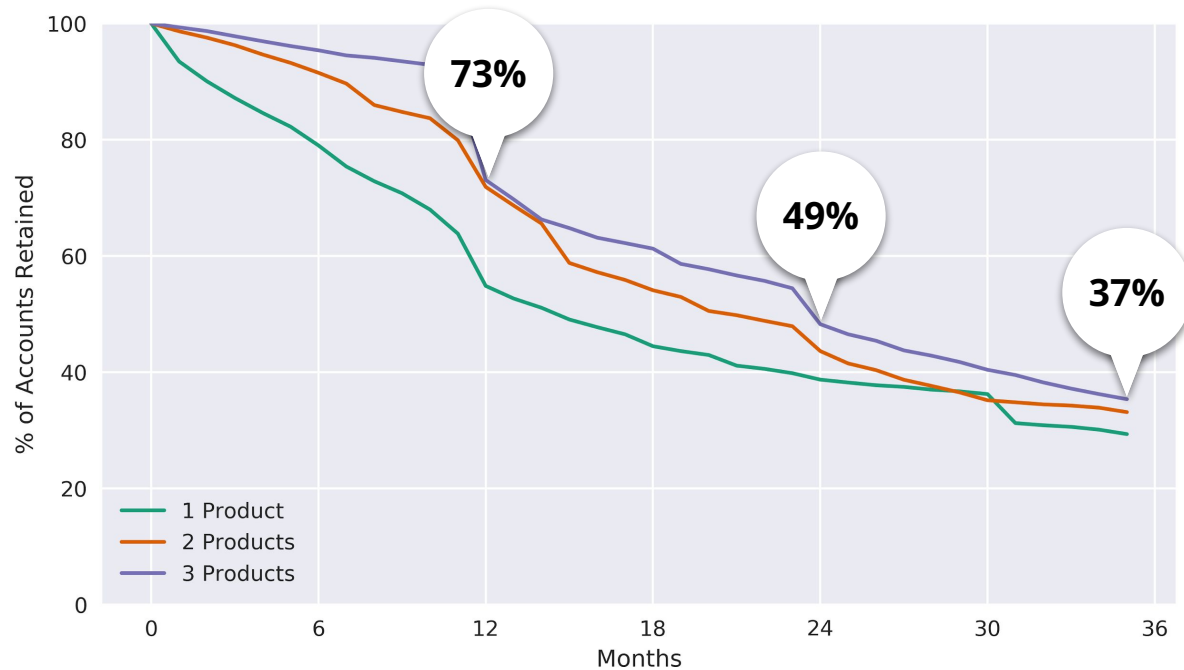
Total products purchased

Account Retention Rate



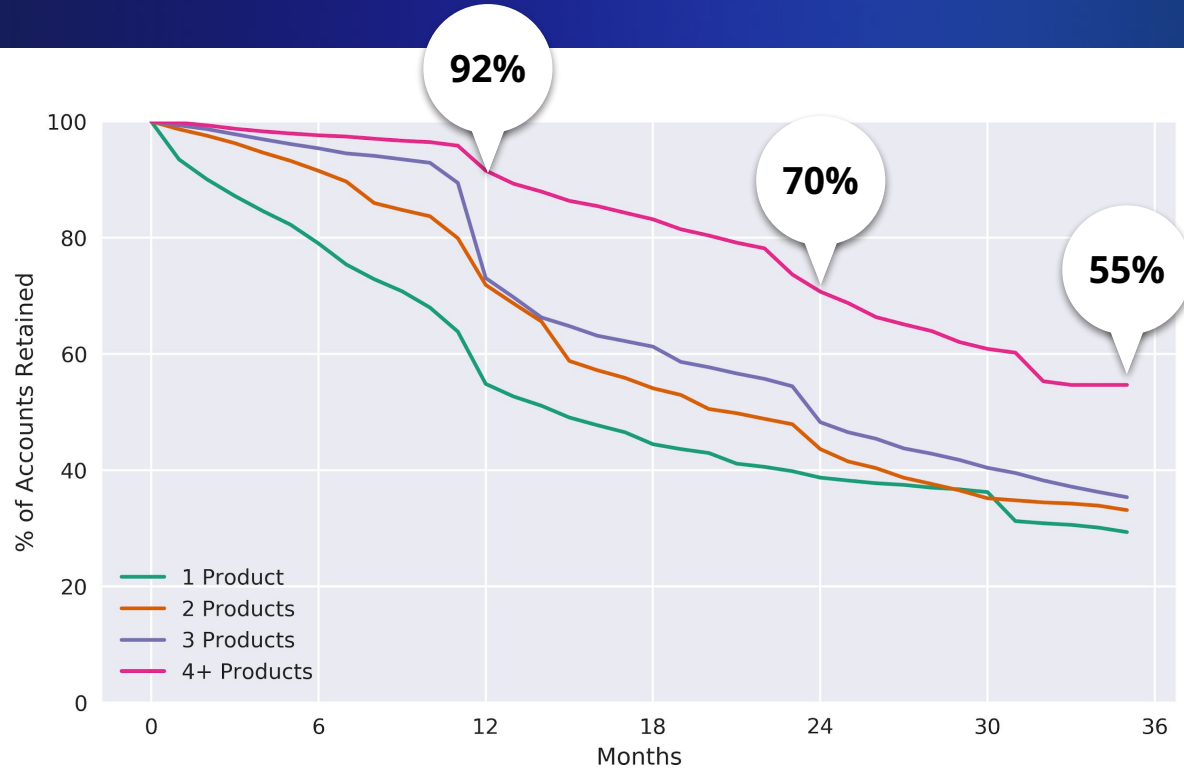
Total products purchased

Account Retention Rate



Total products purchased

Account Retention Rate



Total products purchased

Account Retention Rate

	12 Months	24 Months	36 Months
1 Product	55%	39%	30%
2 Products	72%	44%	35%
3 Products	73%	49%	37%
4+ Products	92%	70%	55%

What works best together?



**Reputation
Management**



**Customer
Voice**



**Listings
Sync Pro**



**Listings
Distribution**



**Social
Marketing**



**How are agencies using
reputation management best
and how do I get started?**



The 3 types of reviews

1

**Negative
reviews**

2

**No reviews or
no recent
reviews**

3

**Healthy but
unmanaged
reviews**

Key Takeaways

1. Leverage the clear value proposition to start a conversation and influence a purchase decision
2. Capitalize on quick measurable results and easily show proof-of-performance
3. Include reputation management as part of a bundle to maximize your client retention rate

Q & A

Thank you!

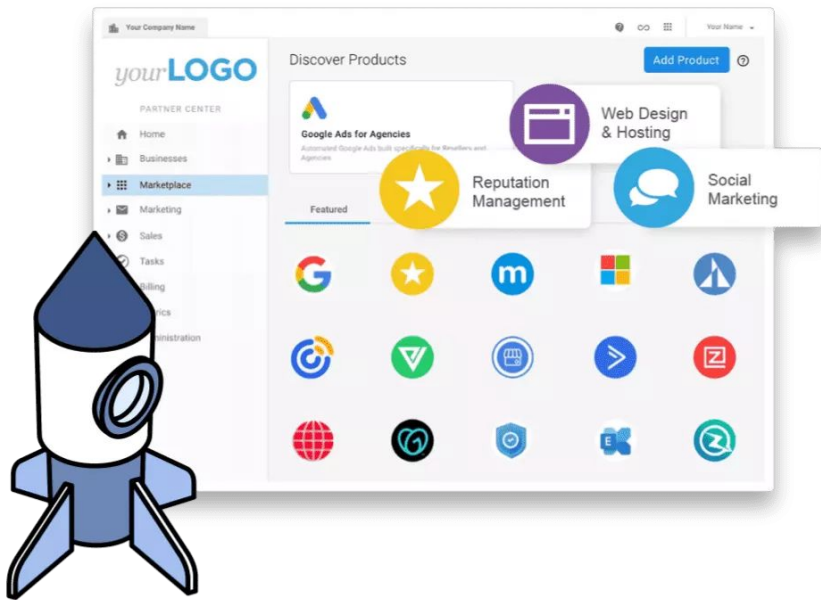


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BOOT CAMP: 6 P's on the Path from Prospect to Profitability



When: Three week series kicking off *Monday, October 17*

What: Learn to package for profit, navigate the platform, and prove your performance *for free*

Register:

conquerlocal.com/vendasta-bootcamp/