

# LUNCH N LEARN

IFA WEBINAR SERIES

How to Win the  
Reputation Game with  
the Best Offensive &  
Defensive Practices

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# Speakers



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**Advisor**

# Overview

- **The Reputation Playbook**
  - Defense - Negative Review Removal
  - Offense - Review Generation
  - Special Teams - Review Responses

# Reputation Playbook: Defense

## Negative Review Removal

# Reputation Playbook: Defense

**The most difficult reputation management task is identifying and removing fake reviews – with 58% of businesses having received fake reviews.<sup>(1)</sup>**

1. Source: BrightLocal, Online Reputation Management Survey, Sept 2018

# Reputation Playbook: Defense

**Four out of five consumers have changed their minds about a recommended purchase after reading negative online reviews.<sup>(2)</sup>**

2. Source: <https://www.qualtrics.com/blog/online-review-stats/>

# Negative Content & How it Affects your Brand

- It's not a myth, negative reviews and photos can be removed from major review sites like Google, Yelp, and Facebook.
- Reviews that violate the terms and conditions of the review site can be disputed and removed from the internet.
- This also applies to photos, Yelp Tips, and Google Questions.
- Negative reviews don't only affect potential sales from customers but also franchise sales.



# How to Remove Negative Reviews & Photos

1. Identifying Illegitimate Reviews
2. Flagging and Disputing Reviews
3. Following Up on Disputed Reviews

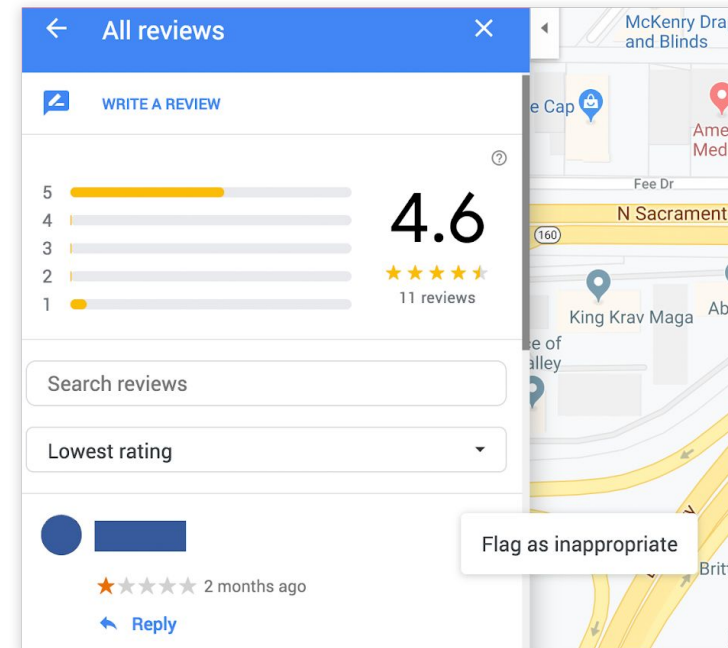
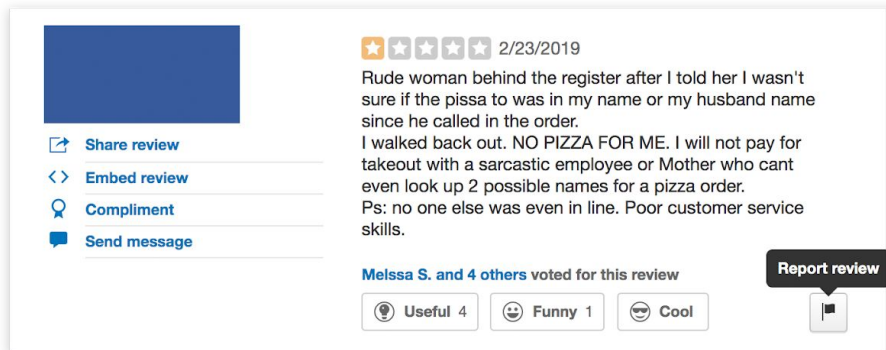
# Identifying Illegitimate Reviews

While every individual directory may differ in terms of what's considered inappropriate, the majority of reviews that contain the following content have a high rate of removal:

- Spam or promotional material
- Personal rant from a former employee
- Reviews written by a competitor
- Reviews for the wrong location

# Flagging and Disputing Reviews

Take action and report the review to that specific site's content moderators by flagging the review.



# Following Up on Disputed Reviews

Check your online listing regularly for any changes to your overall rating. Most review sites will also send an email to notify you, whether the review was successfully removed or your request for removal was denied.

**Consumer Fusion has removed more than 60,000+ negative reviews & photos**

# Reputation Playbook: Offense

## Review Generation

# Reputation Playbook: Offense

**Consumers read an average of 10 online reviews before they're able to trust a local business.<sup>(3)</sup>**

3. Source: BrightLocal, Local Consumer Review Survey, Dec 2020

# Reputation Playbook: Offense

**48% of consumers only pay attention to reviews written within the past 2 weeks.<sup>(4)</sup>**

4. Source: BrightLocal, Local Consumer Review Survey, Dec 2020

# Reputation Playbook: Review Generation

- It's important to have a consistent flow of new reviews for your brand.
- Implementing a review strategy will alleviate the impact of receiving a negative review.
- New reviews will also help your business listing rank organically in local search results.



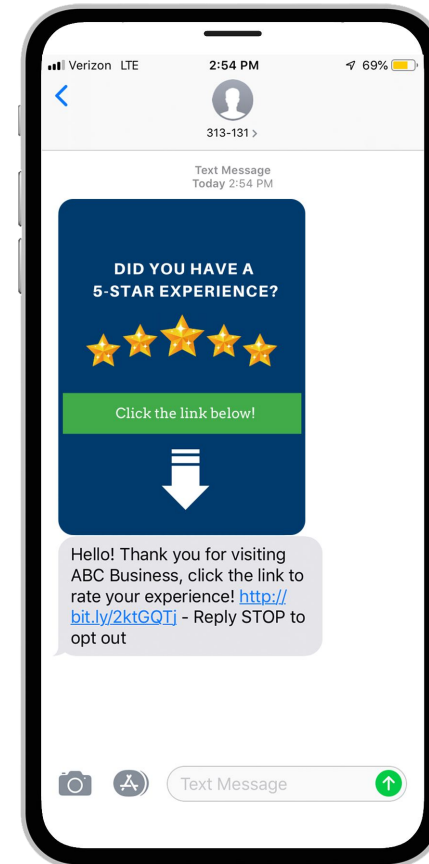
# Reputation Playbook: Offense

**According to experts, review signals make up 15% of Google local pack ranking factors.<sup>(5)</sup>**

5. Source: Moz, [Local Search Ranking Factors Survey](#)

# Reputation Playbook: Review Generation

- Best Practices:
  - Use a tool that allows you to text or email customers directly to ask for a review.
  - Make it as easy as possible for the customer to leave a review on the sites most important to your brand.
  - Keep the message simple and minimize the amount of steps customers need to click through to write the review.



# Reputation Playbook: Review Generation

- Best Practices Continued:
  - Due to privacy laws, make sure you have permission from customers before messaging them.
  - Request reviews from customers who had a recent experience.
  - Verbally mention that they'll receive a review request at the end of their transaction, service, etc.
  - SMS open rates are as high as 98%, compared to just 20% for emails.

# Reputation Playbook: Review Monitoring

- There are so many sites that display and host online reviews, many of them are industry specific.
- It can be time consuming to manually track each location individually, which is why it's important to use a tool that allows you to monitor your brand's online reviews.
- Implementing email or text alerts to stay on top of your reviews as they come in.

# Reputation Playbook: Special Teams

## Review Responses

# Reputation Playbook: Special Teams

**45% of consumers say they're more likely to visit a business that responds to their negative reviews.<sup>(6)</sup>**

6. Source: ReviewTrackers, Online Reviews Survey

# Reputation Playbook: Special Teams

**50% of local marketers can't put more effort into their online reputation due to a lack of time.<sup>(7)</sup>**

7. Source: BrightLocal, Online Reputation Management Survey 2018

# Reputation Playbook: Review Responses

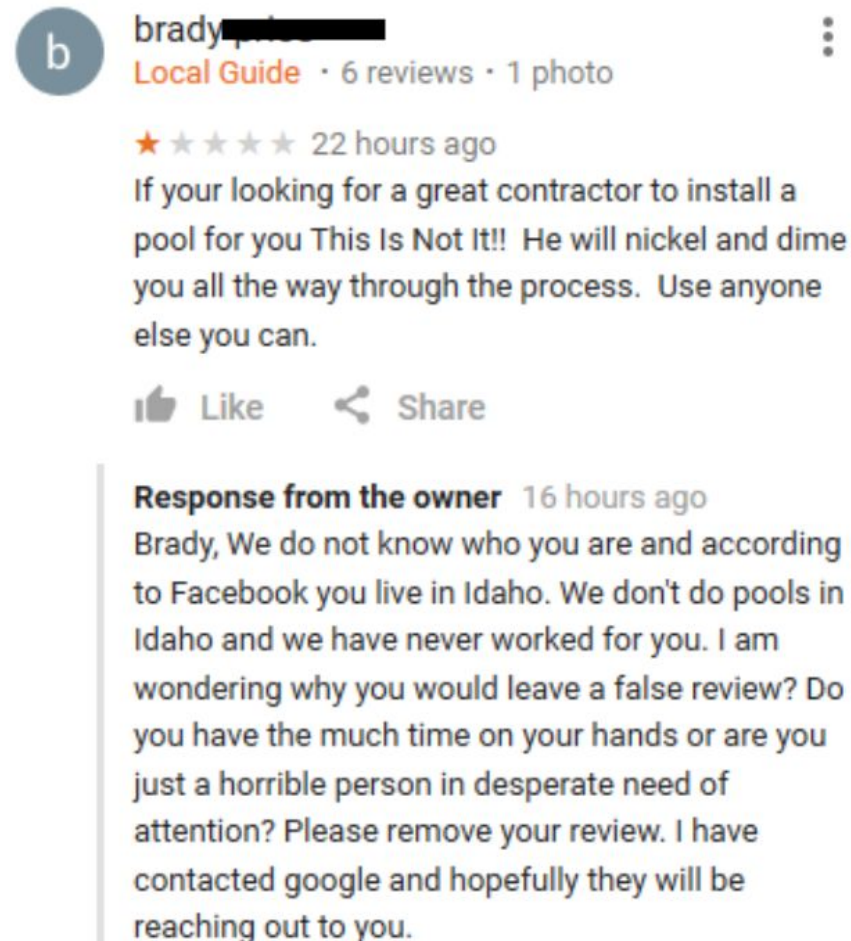
- **Best Practices:**
  - Respond to all of your reviews, both positive and negative.
  - Respond within 24 - 48 hours of a new review.
  - Include keywords and categories to boost your Local SEO.
  - To respond to a positive review, all it takes is a sentence or two to express your gratitude.
  - Responding to negative reviews requires a more careful approach.

**Consumer Fusion allows you to set up dynamic review response templates that automatically reply to reviews.**



# Reputation Playbook: Review Responses

## What Not to Do



The screenshot shows a Facebook review from a user named 'brady' (profile picture 'b', name redacted) who is a 'Local Guide' with 6 reviews and 1 photo. The review is dated '22 hours ago' and has a 5-star rating. The text of the review is: 'If your looking for a great contractor to install a pool for you This Is Not It!! He will nickel and dime you all the way through the process. Use anyone else you can.' Below the review are 'Like' and 'Share' buttons. A response from the owner, dated '16 hours ago', is shown in a separate box. The response reads: 'Brady, We do not know who you are and according to Facebook you live in Idaho. We don't do pools in Idaho and we have never worked for you. I am wondering why you would leave a false review? Do you have the much time on your hands or are you just a horrible person in desperate need of attention? Please remove your review. I have contacted google and hopefully they will be reaching out to you.'

brady [redacted]  
Local Guide · 6 reviews · 1 photo

★ ★ ★ ★ ★ 22 hours ago

If your looking for a great contractor to install a pool for you This Is Not It!! He will nickel and dime you all the way through the process. Use anyone else you can.

👍 Like    ↗ Share

**Response from the owner** 16 hours ago

Brady, We do not know who you are and according to Facebook you live in Idaho. We don't do pools in Idaho and we have never worked for you. I am wondering why you would leave a false review? Do you have the much time on your hands or are you just a horrible person in desperate need of attention? Please remove your review. I have contacted google and hopefully they will be reaching out to you.

# Reputation Playbook: Review Responses

## What You Should Do

★ ★ ★ ★ ★ 1/2/2020

We used these guys to take a combination of junk but also donations - a nice dining room table, chairs, and a sofa.

They charged us nearly \$1000 for these services! We could have gotten Habitat for Humanity ReStore to take the donations for free and we could have had our local garbage company take the junk for a much smaller fee. Perhaps shame on us for using the wrong service but shame on them for basically false advertising regarding what they do. Use them ONLY for major junk removal - stuff you can't haul to the curb or environmentally sensitive material. Even then - look into someone else because these guys are expensive!

Useful

Funny

Cool



Comment from Tim P. of [redacted]

[redacted]  
Business Manager

1/15/2020 · Tony,

Thank you for your feedback. I have tried privately messaging you through Yelp. If you have a moment please look out for that message and you will see my direct contact information. I hope to have the opportunity to speak with you.

Thank you for your time.



[Read less](#)

# Reputation Playbook: Review Responses

- Best Practices for Responding to Negative Reviews:
  - Express that you are empathetic without admitting fault.
  - Find a way to take the conversation offline by offering to reach out to the unhappy customer privately.
  - Be aware that customers pay attention to the way businesses handle their responses.

# Reputation Playbook: Key Takeaways

1. Negative reviews that violate terms & conditions can be disputed and removed from review sites.
2. Your brand needs a steady stream of new reviews.
3. Customers are paying attention to how you respond to your online reviews.

# Questions?

## Consumer Fusion Resources

**Website:** [www.consumerfusion.com/pilot-program](http://www.consumerfusion.com/pilot-program)

**Contact:** Mark Spencer; [mark@consumerfusion.com](mailto:mark@consumerfusion.com); (858) 201-4732

**Video:** [https://youtu.be/5H8y\\_28\\_26c](https://youtu.be/5H8y_28_26c)

**Consumer Fusion is offering a 2 month free pilot**

Thank you for attending!