

LUNCH N LEARN

IFA WEBINAR SERIES

Online Reputation Management For Franchises

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Today's Speakers

- **Jonathan Pritchard** – Marketing Engineer
- **Tim Clarke** – Senior Reputation Manager

For More Info on This Topic:

<https://thriveagency.com/digital-marketing-services/franchise-reputation-management/>

Which Review Sites are Most Important?

1. **Google**
2. **Facebook**
3. **Yelp**
4. **Industry Specific**

Review Generation Best Practices

- **QR Codes and Verbal Reminders**
- **Email and SMS Requests**
- **Net Promoter Score Surveys**
- **Visual Reminders and Handouts**
- **Incentive Rules- Must be for all reviews and feedback (not only 4-5 stars)**

Review Response and Monitoring Tips

- **Flag spam reviews for removal when it makes sense.**
- **Drown out negative reviews with new positive ones.**
- **Positive review response best practices**
- **Negative review response best practices – Be polite, prompt and professional. Don't argue or quibble.**
- **Use a software tool and custom review responses.**
- **Hire a service to do this for you, use a software, or perhaps in-house is the best method.**

How to Market Your Best Reviews

- **Website Testimonials**
- **Video Testimonials for Social Media and Your Website**
- **Website Widgets and Paid Ads**

Questions?

Thank you for attending!