



FIRSTCLASS  
MARKETING

*Reputation Creation & Repair*  
*Plus Monitoring*



<http://ViewMyOnlineReputation.com>

## Reputation Marketing Proposal

### Overview Summary

## **Issue: Directories**

### **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: No Reviews or worse: Multiple Bad Reviews & Very Poor Ratings**

### **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 push the bad reviews off the first page of your listing**
- 3. Our proprietary software (patent pending) knows where to post**

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

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

- 1. Create professionally designed review post cards to collect customer reviews (optional)**
- 2. Create professionally designed review business cards to collect customer reviews (included)**
- 3. Create a professionally written email campaign to collect customer reviews (optional)**

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

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

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

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

**Solution:** Develop a proprietary strategy that overrides the review filters and algorithms in order to post 5-star reviews to your local directory sites

- 1. Develop strategies to bypass review filters (patent pending software)**
- 2. Post real reviews from customers collected on our review page**
- 3. Sort through reviews to find the best for posting**
- 4. Optimize the reviews for your company**

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

**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 an 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 Marketing1**

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

- 1. Branding of your company through videos reviews (1 hour included)**
- 2. Add video testimonials and reviews to your website (or code to webmaster)**
- 3. Add the latest written testimonial reviews from your local directories to your site**

### **Issue: No Video Review Testimonials**

**Solution:** Create 1 hour of 2- 4 video testimonials with which to market and brand your company as a trustworthy company to do business with.

- 1. We setup a time with your current customers to record the great things they have to say about your company and the experience you gave them**
- 2. We edit those testimonials in a way that allows them to convert leads and traffic**

3. **We also to market those videos on your website, social media, and other online marketing venues**

**Issue:** No Reputation Reporting Process

**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 Multi-Location Reputation System

**Solution:** Build a multiple location-based reputation reporting process

1. **We will duplicate the process of capturing, posting, monitoring, and reporting reviews on a per-location basis. This will give you a report that reflects your entire reputation company-wide**

**Issue:** No Reputation Marketing Staff Training (Reputation Marketing 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 best industry-specific 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 Page 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

## 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
- ✓ Create a marketing email to request your current list to post reviews for you

## 4. Video Review Setup

- ✓ 1-hour filming of testimonials 2-4 max
- ✓ Edit each testimonial
- ✓ Create a branded video testimonial review channel
- ✓ Optimize videos for your company name
- ✓ Post 5 Star review videos online

## 5. Reputation Marketing Staff 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

## Monthly Reputation Development:

### 1. Daily

- ✓ Daily review of your online directory sites

- ✓ Daily reputation review alerts to your company on new reviews

## **2. Weekly**

- ✓ Weekly review of your online directory sites
- ✓ Weekly monitoring of your online reputation
- ✓ Send Bi-weekly reporting of your positive and negative online reviews
- ✓ Posting of new 5 Star reviews to your website and other online sites

## **3. Posting & Responding Reviews**

- ✓ Post up to 10 new reviews to your listings each month
- ✓ Build and maintain a 5 Star reputation online each month
- ✓ Focus on pushing down bad reviews and averaging up your reputation score
- ✓ We will work with your staff to help them respond to negative reviews.
- ✓ We believe that it is vital for a company to respond personally to all negative reviews