

About This Course

This course is designed to help learners of all levels understand the basic to complex concepts of online review management (ORM). It's perfect for those looking to boost their knowledge of online review management for their organization, clients of own personal brand. By the end of the course, you will be armed with all the knowledge and tools you need to execute on a successful ORM program.



About Your Instructors

Garrett Smith

Garrett brings almost 20 years of successful experience managing review and reputation management campaigns as a CMO, marketer, consultant, and agency owner. He is also the author of *Book Now! Internet Marketing for Healthcare Practices* and host of *The Practice Marketing Podcast*.



Nancy Roque

Nancy is an online review manager and online marketer with vast experience helping organizations properly manage the way they interact with customers online. She is also the author of *The Rise of Fake Patient Reviews*.

Course Learning Outcomes

- Why online review management is critical for organizations of all sizes
- Why customers trust reviews and how they use them to make decisions
- What a great online review management strategy entails
- How to create an effective online review management plan
- Expert tips on how to solicit, respond to, and monitor online reviews



Course Overview

What You'll Learn

Each lesson has been designed to guide you through each concept and give you all of the information and tools necessary to successfully manage online reviews.

You will leave this course with in-depth knowledge of online review management concepts, how to audit your online reviews, an executable online review management strategy, and will understand how to create a plan so you can execute after you leave this course with.

Requirements

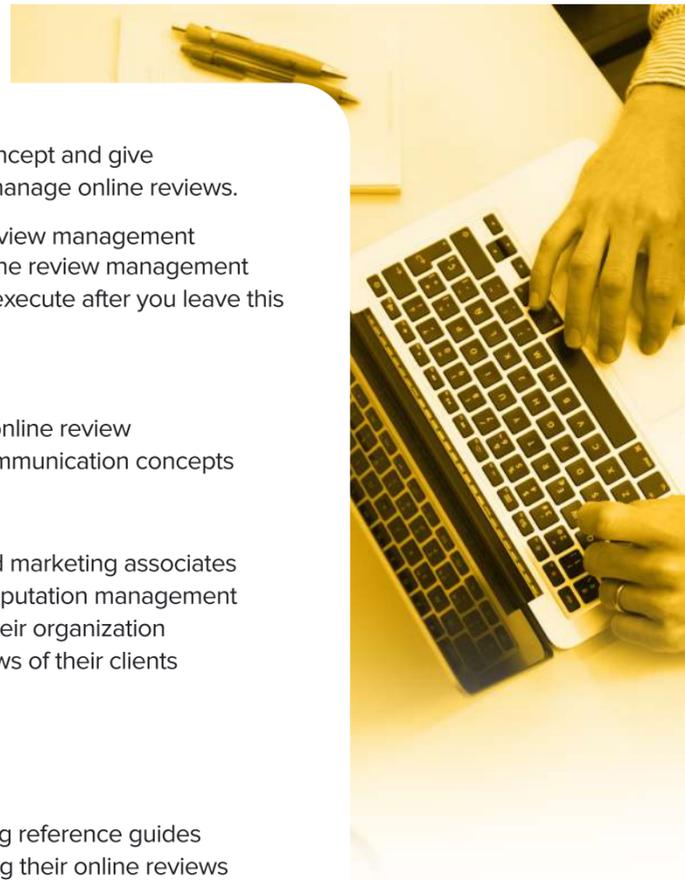
- An interest in managing your business's reputation through online review
- A beginner's-level understanding of some marketing and communication concepts

Who This Course is For

- Business owners, C-level officers, the head of marketing, and marketing associates
- Professionals looking to expand their knowledge of online reputation management
- Those seeking to improve the online rating and reviews of their organization
- Agencies who are managing the online reputation and reviews of their clients

This Course Includes

- Over 150 pages of content
 - 37 videos that span almost three hours
 - 25 eBooks that cover the course and can be used as ongoing reference guides
 - 10 case studies from actual businesses successfully managing their online reviews
 - Downloadable checklists, plan templates, review templates, and more
- Critical thinking exercises and quizzes to test your knowledge



Lesson-by-Lesson Learning Objectives

Lesson 1: Introduction to Online Review Management

In *Lesson 1*, you will be introduced to the concept of online review management and which industries should be most invested in their online reputation. You will be able to comprehend the weight of online reviews through statistics and they will be able to analyze how reviews can impact a customer's decision to work with a business.

Lesson 2: How to Conduct an Online Review Audit

In *Lesson 2*, you will be immersed in the process of auditing their business's online review profiles. This process is designed to help learners locate their profiles and benchmark their current standing with reviews and ratings to give them measurable points of reference. As you begin executing on your online review management strategy, you will be able to use this data to measure your success.

Lesson 4: Developing an Online Review Management Strategy

In *Lesson 4*, you will begin applying your knowledge of online review management when learning about the key elements of a successful ORM strategy. Throughout this lesson, you will have to analyze and synthesize your knowledge in order to begin creating your own strategy.

Lesson 6: Tips & Tricks for Successful Online Review Management

In *Lesson 6*, you will gain additional expertise in the "tips and tricks" associated with online review management that can make your efforts more successful. The objective of this lesson is to provide you with everything you need on a day-to-day basis in order to properly manage your reviews. This includes effective process, sample responses, and review request templates.

Lesson 8: So, What's Next?

In *Lesson 8*, you will master how to work with a team to execute on their ORM strategy. This lesson includes an important document that you can use or adapt to introduce your colleagues or team to online review management and gain their support.

Lesson 9: You're Now an Online Review Management Expert

In *Lesson 9*, you will have become an expert online review managers. You will be able to apply your knowledge, and action plan, to find, claim, enhance your online review profiles, gain more customer feedback, and look great online. You will be equipped with the resources and tools necessary to lead and work with your team in order to ensure your efforts are successful. ★

Lesson 3: Popular Online Review Websites

In *Lesson 3*, you will be introduced to some of the most popular online review websites. Learners will be working with some of the largest online review websites as well as three industry-specific websites. Each topic within this lesson relates to a new review website, and will help you to develop further know-how about each platform as well as finding, claiming, and enhancing your profiles.

Lesson 5: Tools for Managing Your Online Reviews

In *Lesson 5*, you will be introduced to a variety of tools that can be implemented throughout the online review management process. Each topic within this lesson focuses on a different tool, including ORM software, and solicitation cards. This will help you master the tools you can use to aid your own efforts.

Lesson 7: Creating Your Online Review Management Action Plan

In *Lesson 7*, you will gain insight into how to create an effective ORM action plan to support their strategy and help them reach their goals. Beginning with a detailed walkthrough of the action plan, you will be able to create your own and get feedback on it from the experts at ReviewU.

