

INTRODUCTION TO ONLINE REVIEW MANAGEMENT

All you need to know to get started



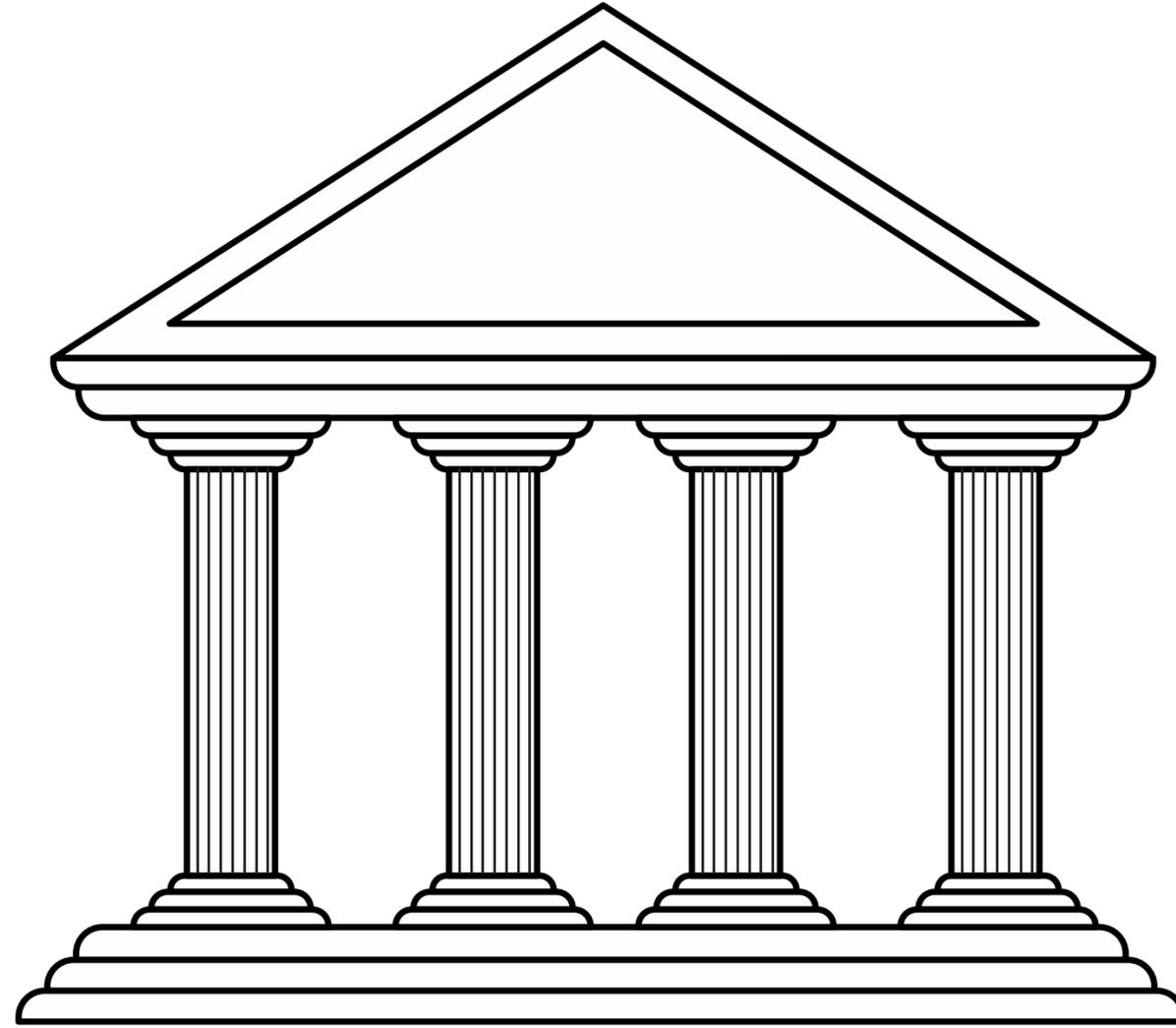
ONLINE REVIEW MANAGEMENT, DEFINED

Online review management is a set of strategies and tactics that help you grow, monitor, and respond to your business's online reviews.





The Four Pillars of Online Review Management



Increase

Monitor

Promote

Respond

Can Online Reviews Really Impact a Business?

Yes! Here's Why:

91% of North American consumers read online reviews to learn about a business

41% of companies that experience a negative reputation event reported loss of brand value and revenue

74% of consumers have greater trust in a company if they read positive reviews about that company

80% of internet users in the US say that the negative information read online made them change their mind about a purchasing decision

ONLINE REVIEWS ARE IMPORTANT - LET'S TALK ABOUT WHY

What is being posted publicly about a business is at the core of shaping their brand image.

Your business's online reviews are what most of your customers will encounter first when doing their research online. The websites that host these reviews are continually growing in popularity as consumers place more and more value on user-generated content (*not* business marketing) to help them make their choices.

Online reviews are your first impression to a potential customer so it's time to take charge and make sure that the offline realities of your business are reflected online.

WHO SHOULD CARE ABOUT THEIR ONLINE REVIEWS?

Unlike some aspects of marketing, which are more applicable to some industries more than others, online reviews affect **all** businesses.

Whether your target customer is a doctor's office looking for marketing, a parent looking for team merch for their kid, or someone who is looking for a tech solution, they will all want information about your business before making their choice.

So, no matter your business's location and niche, your online reviews actively shape your brand's perspective.



TAKING A CLOSER LOOK WITHIN YOUR BUSINESS

Throughout this course, we're going to be getting pretty specific about online reviews, the management strategies you should be using, and how to make sure this project is successful.

To start off on the right foot, we'll be talking about WHO should care online reviews within your business.

Keep in mind that *everyone* who works with you contributes to your online reviews, so you should be working with all of your teammates to help them understand the impact customer reviews can make on the business's success.

However, there are some people who should have a direct role in online review management:

- Business Owners and C-level Officers
- The Head of Marketing
- Marketing Associates

WHICH INDUSTRIES ARE MORE DEPENDENT ON REVIEWS?

Though online reviews have a big impact on every business, there are some industries that are affected to an even larger degree.

You'll get more detail within this lesson, but here are the five main industries we'll focus on:

- Hospitality
- Restaurants
- Retail
- Healthcare
- Service Trades

THE MAIN TAKEAWAYS

- 74% of consumers have greater trust in a company if they read positive reviews about that company
- Companies across every industry should care about their online reviews
- Negative reviews can sway a customer's decision to do business with you

For a deeper dive on these topics, read through the information provided in this lesson.