

# REPUTATION MONITORING

## What is Reputation Monitoring?

The Reputation Monitoring dashboard is a helpful tool for you to manage your brand around the web. Whether someone mentions you on Twitter or leaves a review on Yelp, you will know about it and you will be able to respond to it with the Reputation Monitoring dashboard.

Your brand is only as good as your reputation. Make sure you're found and you know what your customers are saying about your business with our reputation Monitoring dashboard!

## What features does the Reputation Monitoring offer?

- The dashboard will show you where your business is listed and any listings that may need updated information.
- See what people are saying about you on all review sites where your business is listed.
- See if anyone has mentioned you, or any keywords related to your business.
- Receive daily alerts and weekly reports to keep you up-to-date on dashboard activity.
- Keep track of your social media sites.
- See how your business is doing, compared to your competition.

## How is it done?

In order to get you started off on the right foot, these questions will help us set up your dashboard.

- What is your business information, website and any social networks for your business?
- What category does your business fall under? Which keywords relate to your business?
- Which keywords best represent your business?
- Is there a key person related to your business?
  - President, Owner or other Notable person
- Are there any common business names or nicknames associated with your business?
- Who are your competitors?
- Who in your business would like to receive this report?

## What will we do?

Once the dashboard is created, we will do the following:

- Enter your business information, to pull in your listings from around the web.
- Enter any keyword mentions you wish to get alerts about.
- Enter your competitor's information so you can compare your business to theirs.
- Training and Support on the Reputation Monitoring Dashboard.

The rest is up to you!

## What is Listings Distribution?

Listings Distribution is a Reputation Monitoring add-on. This service submits business listings to the four major data providers. As the name suggests, data providers are entities who gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines and more. They also power sophisticated modern applications such as Apple’s Siri and personal navigation systems.

In North America, four major providers offer this data: Factual, Acxiom, Infogroup and Neustar Localeze. Between them, they provide data to over 300 online listing sources. Listing Distribution submits listings to all four of these data providers, providing maximum exposure and impact for your business clients.

	neustar // Localeze.	factual.	acxiom.	infogroup
Business Name Super Saver	✓	✓	✓	✓
Street Address 2662 Cornhusker Hwy	✓ Fixed	⚙ Accepted	⚙ Accepted	⚙ Accepted
City Lincoln	✓	✓	✓	✓
State / Prov / Region NE	✓	✓	✓	✓ Fixed
Country US	✓	✓ Fixed	✓	✓
Zip / Postal Code 68521	✓	✓	✓	✓ Fixed
Phone Number 4024667100	✓	✓	✓	✓
Website http://www.super-saver.com/	✓ Fixed	✓	⚙ Accepted	✓

✓ Accurate
⚠ Contains Errors
✗ Not Found
⚙ Processing

# I JUST BOUGHT A REPUTATION MONITORING DASHBOARD ... WHAT'S NEXT?

## Step 1

### What Your Sales Expert Will Do

- Your Sales Expert will submit an order for your Reputation Monitoring Dashboard to the fulfillment team and a Fulfillment Account Manager will reach out to you.

## Step 2

### What Your Fulfillment Account Manager Will Do

- Your Fulfillment Account Manager will reach out to you within 24-48 hours after the fulfillment team gets the order from your Sales Expert to schedule a kick-off call.
- During the fulfillment kick-off call, the fulfillment team will verify all of the information they received from your Sales Expert and go over all of the questions and information they need to set up your product.
- During this time, they will also give you expectations on next steps, turnaround times, and anything else you may need to know while they get everything setup.

## Step 3

### What You Need to Prepare

- What is your business information, website and any social networks for your business?
- What category does your business fall under? Which keywords relate to your business?
- Which keywords best represent your business?
- Is there a key person related to your business?
  - President, Owner or other Notable person
- Are there any common business names or nicknames associated with your business?
- Who are your competitors?
- Who in your business would like to receive this report?

# I JUST SOLD A REPUTATION MONITORING PACKAGE... WHAT'S NEXT?

## Step 1

### Sales Expert's Responsibilities

- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
  - Contact Info
    - Main Business Contact Person
    - Alt Business Contact Person
    - Main Business Contact Phone
    - Alt Business Contact Phone
    - Contact Email Address
  - Business Info
    - Business Name
    - Business Address
    - Business Phone
    - Mobile Phone (if applicable)
    - Toll Free Phone (if applicable)
    - Fax Number (if applicable)
    - Website URL (if applicable)
    - Social Media Links (if applicable)
  - Sales Info
    - Package Name
    - Package Price (fulfillment will have the proposal on file already)
    - Duration of Agreement
    - Date of Sale
    - Sales Representative First & Last Name
    - Sale Representative Phone
    - Sales Representative Email

## Step 2

### Digital Fulfillment Account Manager's Responsibilities

- Once your order is received the fulfillment account manager will reach out to the customer within 24-48 hours to setup the kick-off call.
- The fulfillment account manager will gather all of the information needed to start on the customer's campaign.
- They will copy you on all communications when the call is complete.
- If they were unable to gather information during the time of the call.
- All proofing after the account have been distributed for fulfillment.

## Step 3

### Going Forward

- Once the program has been setup and is running, the fulfillment team will monitor the campaign for optimal performance and will copy you on all communications and proofs.
- Reporting can be pulled upon request
- All updates and inquiries can be submitted to [support@amplifiedlocal.com](mailto:support@amplifiedlocal.com)

# EXAMPLES

REPUTATION MANAGEMENT
Russ's Market [Back to Partner Center](#)

Overview
Listings
Reviews
Mentions
Social
Competition
Reports

## Overview ?

Welcome! This page provides an overview of the conversations people are having about your business online. Use the tabs above to explore these stats in greater depth. [close this](#)

### Listings ?

**796** Listing Score

21 listings found with accurate information

8 listings found with possible errors

7 sources missing your listing

[Details >](#)

### Reviews ?

■ 65% - Positive (34)  
■ 12% - Neutral (6)  
■ 23% - Negative (12)  
■ 0% - No Rating (0)

[Details >](#)

### Mentions ?

■ positive    ■ neutral    ■ negative

[Details >](#)

### Competition ?

Online Share of Voice for: Meat in Lincoln, NE

■ Russ's Market (6%)  
■ Fresh Thyme (2%)  
■ Whole Foods (21%)  
■ HyVee (71%)

[Details >](#)

### Top Positive Mentions

**Lincoln grocery stores from access to diversity—and ...**

Russ's Market offers personalized customer service, ... But he's working hard with his sister Jane Raybould to incorporate more organic items.

[view details](#)

☆  
my  
✕

Somewhat Positive

Overview of the information-filled dashboard

REPUTATION MANAGEMENT
Russ's Market [Back to Partner Center](#)

Overview
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## Listings Print Listings Report

Primary Listings
Other Citations
Statistics
⚙️

796

Listing Score

Industry Avg.	359
90 <sup>th</sup> Percentile	800

✓ Accurate	21
⚠️ Found with Possible Errors	8
✖️ Not Found	7
Total Listing Sources	36

### Listing Information ✎

Business Name	Russ's Market
Street Address	130 N. 66th St.
City	Lincoln
State / Prov / Region	NE
Zip / Postal Code	68505
Phone	(402) 466-8111 <a href="#">Show All (3)</a>
Website	<a href="http://www.russmarket.com/">http://www.russmarket.com/</a>

View Data Provider Accuracy

### Primary Listings Displaying 36 of 36 Sources

#### Filter Listings Select All | Clear All

**Source Type**

- Search Engines (3)
- Review Sites (4)
- Directories (23)
- Social Sites (6)

**Listing Status**

- Accurate (21)
- Found with Possible Errors (8)
- Not Found (7)

#### Search Engines

Bing Local <a href="#">notes</a>	✓	Accurate listing found. <a href="#">show details</a>
Google Maps <a href="#">notes</a>	✓	Accurate listing found. <a href="#">show details</a>
Yahoo! Local <a href="#">notes</a>	✓	Accurate listing found. <a href="#">show details</a>

#### Review Sites

Citysearch	⚠️	Listing found with possible errors. <a href="#">show details</a>
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Listings tab – general overview

**AMPLIFIED** ★ REPUTATION MANAGEMENT Russ's Market  
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Overview **Listings** Reviews Mentions Social Competition Reports

## Listings Print Listings Report

Primary Listings Other Citations **Statistics** ⚙️

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### Listing Stats All Time ⓘ

Monitored Item	Current Total	Historical Progress
Listing Sources	<b>36</b>	<i>Not available for this statistic.</i>

**Listing Score** **796**

Date	Score
Jul '14	250
Jan '15	350
Jul '15	400
Jan '16	550
Jul '16	796

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### Citation Stats Past 6 Months ⓘ

Monitored Item	Current Total	Historical Progress
Citations Found	<b>494</b>	

Date	Count
Jul 01	320
Aug 01	340
Sep 01	340
Oct 01	400
Nov 01	460
Dec 01	494

Listings Statistics

REPUTATION MANAGEMENT

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## Reviews

Manage Reviews
Generate Reviews
Widgets
Statistics
⚙️

**Respond to Google Maps Reviews!**

You can now respond to customer reviews on Google Maps from here! Connect your Google My Business account to get started.

Connect Account
[How to create a Google My Business account](#)

3.8

Average Rating

★★★★☆

Industry Average: 4 / 5

52

Total Reviews

0 with No Star Rating

Industry Average: 110

★★★★★	7
★★★★	6
★★★	5
★★	7
No Rating	0

**Top Keywords** ⓘ Word Cloud Trending

Why is the Word Cloud important? ×

salad bar

customer service awesome crab

russ's great great selection deli awesome

van dorn crab salad 20 years 70th van

**Filter** Select All | Clear All

**Date Range**

Select date range...

**Sources**

**Maria Hansen** reviewed your business on [google.com](#)

★★★★☆

RESPONDED

11 days ago

How to Respond to Negative Reviews ×

Reviews tab – general overview



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Russ's Market

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## Mentions

Monitor Mentions

[Search Mentions](#)

**Web**

Lincoln grocery stores from access to diversity—and ...

Somewhat Positive

Russ's Market offers personalized customer service, ... But he's working hard with his sister Jane Raybould to incorporate more organic items.

⊖

Recycle Lincoln announces petition drive (via KOLN CBS ...

Neutral

City councilwoman Jane Raybould and volunteers from across the city are taking steps to get the recycle Lincoln ordinance on the ballot for voters.

Petition Launched For Recycling Ordinance

Neutral

City Council member, Jane Raybould, is launching a petition drive to put the Recycle Lincoln ordinance on the ballot in May. Almost 8,000 signatures are needed by February in order to get the ordinance in front of voters for the spring election. When...

⊕

More

Neutral

RECYCLE LINCOLN PETITION DRIVE SEEKS TO DOUBLE LINCOLN'S RECYCLING RATE City Councilmember Jane Raybould and Nebraska League of Conservation Voters Deputy Director Chelsea Johnson today announced that a petition drive has been started to bring the Ci...

⊕

Golf carts under 500 - oqqyq.hospitalityd.com

Somewhat Positive

SaveBest Golf Carts Inc. provides a variety of new, ... custom golf cars and golf cart rentals in the Sacramento area, including Roseville, Lincoln, ...

[view all »](#)

**Instagram**

Connect your Instagram account to get started.

[Connect Account](#)

No results found.

[view all »](#)

**Twitter**

✓

Nov. 23, 2016 by NEFarmBureau

A #tailgate with local farm...

Neutral

A #tailgate with local farmers @RussMarket at 66th & O runs from now until 11! Free breakfast...

✓

Nov. 23, 2016 by neagfoundation

A #tailgate with local farm...

Neutral

A #tailgate with local farmers @RussMarket at 66th & O runs from now until 11! Free breakfast...

[view all »](#)

**Facebook**

No results found.

**Blog**

No results found.

[view all »](#)

**Images**

No results found.

Mentions tab – monitoring mentions

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## Social i

Monitor Social Activity
Compose a Post
Statistics
Set Up Social Accounts

Facebook Stats
Russ's Market, 66th & O v

Monitored Item	Your Total vs. Industry Average	Historical Progress
Page Likes	<b>1,999</b> vs <b>659</b>	<div style="text-align: right; font-size: 0.8em; margin-bottom: 5px;">Daily   Weekly   Monthly</div>

Twitter Stats
RussMarket v

Monitored Item	Your Total vs. Industry Average	Historical Progress
Followers	<b>1,893</b> vs <b>825</b>	<div style="text-align: right; font-size: 0.8em; margin-bottom: 5px;">Daily   Weekly   Monthly</div>

Social tab – statistics

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## Social i

Monitor Social Activity

Compose a Post

Statistics

Set Up Social Accounts

**Filter Activity** Select All | Clear All

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**Facebook Accounts**

Russ's Market, 66th & O

Russ's Market

**Twitter Accounts**

RussMarket

**LinkedIn Accounts**

[Connect your LinkedIn account](#)

**Employee Twitter Accounts**

[Add employee Twitter accounts](#)

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**Date Range**

Select Range All Time

**Social Activity** i

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**Russ's Market, 66th & O updated status on Facebook**

It's day #2 of the 12 Days of Christmas at Russ's Market! 12 days of prizes, 12 days of winning. Please comment below & tag a friend to enter. Winner will be announced tomorrow. Thank you for playing!

Photos from Russ's Market, 66th & O's post

Dec 7 2016

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**Russ's Market, 66th & O updated status on Facebook**

Look for the December Community Rewards catalog at Russ's Market to learn how to earn points, support your community, earn fuel discounts and get FREE stuff!

Timeline Photos

Dec 7 2016

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**Russ's Market, 66th & O updated status on Facebook**

It's day #2 of the 12 Days of Christmas at Russ's Market! 12 days of prizes, 12 days of winning. Please comment below & tag a friend to enter. Winner will be announced tomorrow. Thank you for playing!

Dec 7 2016

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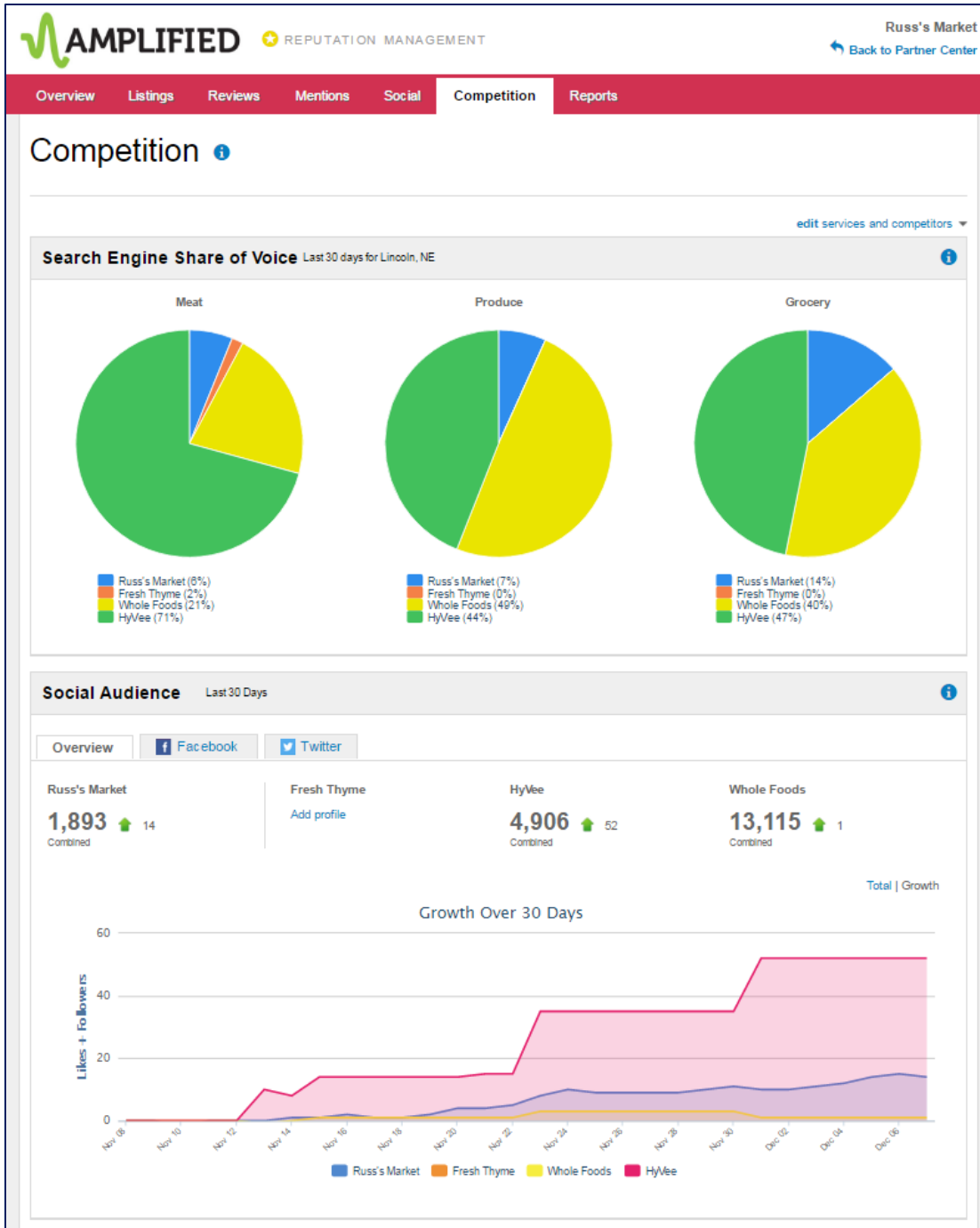
**Russ's Market, 66th & O updated status on Facebook**

SAVE 10% on all produce today and every Wednesday! <http://www.russmarket.com/>

Timeline Photos

Dec 7 2016

Social tab – monitor activity



Competition tab – general overview

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## Reports i

[edit report settings](#)

### Executive Reports

- Nov 28, 16 - Dec 04, 16
- Nov 01, 16 - Nov 30, 16
- Nov 21, 16 - Nov 27, 16
- Nov 14, 16 - Nov 20, 16
- Nov 07, 16 - Nov 13, 16
- Oct 31, 16 - Nov 06, 16
- Oct 01, 16 - Oct 31, 16
- Oct 24, 16 - Oct 30, 16
- Oct 17, 16 - Oct 23, 16
- Oct 10, 16 - Oct 16, 16
- Oct 03, 16 - Oct 09, 16
- Sep 26, 16 - Oct 02, 16
- Sep 01, 16 - Sep 30, 16
- Sep 19, 16 - Sep 25, 16
- Sep 12, 16 - Sep 18, 16
- Sep 05, 16 - Sep 11, 16
- Aug 29, 16 - Sep 04, 16
- Aug 01, 16 - Aug 31, 16
- Aug 22, 16 - Aug 28, 16
- Aug 15, 16 - Aug 21, 16
- Aug 08, 16 - Aug 14, 16
- Aug 01, 16 - Aug 07, 16
- Jul 25, 16 - Jul 31, 16
- Jul 01, 16 - Jul 31, 16

### Report Settings

This information determines how you receive your executive reports.

**Frequency**  Weekly

**Send to** crystalrider@brstores...  
marty@brstores.com  
fe21@brstores.com  
bcorrick@journalstar.com

Reporting on a weekly or monthly basis