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?
  - o 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

EXAMPLES

Overview of the information-filled dashboard

⩗AMPLIFIED ★ REPUTATION MANAGEMENT

Russ's Market
↩ Back to Partner Center

Overview | **Listings** | Reviews | Mentions | Social | Competition | Reports

Listings ⓘ

Print Listings Report

Primary Listings | Other Citations | Statistics | ⚙

796
Listing Score

Industry Avg.   359
95ᵗʰ Percentile   600

✔ 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 Show All (3)
Website	http://www.russmarket.com/

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 📄 notes	✔	Accurate listing found. ⊞ show details
G Google Maps 📄 notes	✔	Accurate listing found. ⊞ show details
Y! Yahoo! Local 📄 notes	✔	Accurate listing found. ⊞ show details

Review Sites

◎ Citysearch	⚠	Listing found with possible errors. ⊞ show details

Listings tab – general overview

AMPLIFIED ☆ REPUTATION MANAGEMENT

Russ's Market
↰ Back to Partner Center

Overview | **Listings** | Reviews | Mentions | Social | Competition | Reports

Listings ⓘ

Print Listings Report

Primary Listings   Other Citations   **Statistics**   ⚙

Listing Stats

All Time ▾ ⓘ

Monitored Item	Current Total	Historical Progress
Listing Sources	36	*Not available for this statistic.*
Listing Score	796	

Citation Stats

Past 6 Months ▾ ⓘ

Monitored Item	Current Total	Historical Progress
Citations Found	494	

Listings Statistics

Reviews tab – general overview

⋀AMPLIFIED ✪ REPUTATION MANAGEMENT

Overview   Listings   Reviews   **Mentions**   Social   Competition   Reports

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 »

Blog

No results found.

view all »

Images

No results found.

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.

Mentions tab – monitoring mentions

Social tab – statistics

Social tab – monitor activity
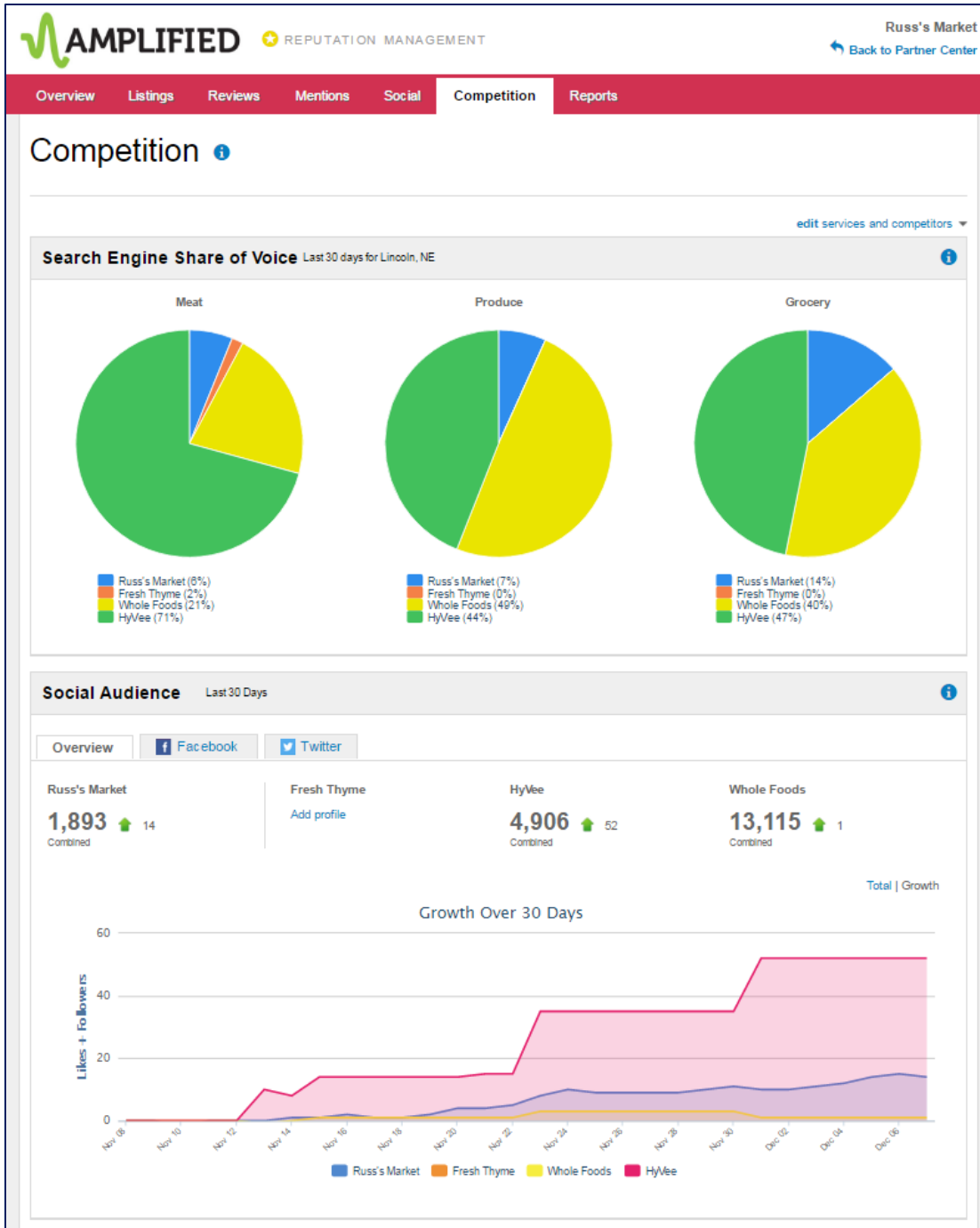
Competition tab – general overview

Reporting on a weekly or monthly basis