

SOCIAL & REPUTATION MANAGEMENT

WHAT IS REPUTATION MANAGEMENT?

Reputation management is the practice of attempting to shape public perception of a person or organization by influencing online information about that entity.

WHY IS MY ONLINE AND SOCIAL MEDIA REPUTATION IMPORTANT?

If a business you search for online has 35 reviews with a 3-star rating and the next best has seven 5-star ratings, who are you going to call?

Make sure it is your business the customer calls. With Social Media & Online Reputation Management, we provide stability online and protect you against unchecked defamation. We allow you to put your virtual “best face forward.”

HOW IS IT DONE?

We formulate a broad spectrum plan specified to your business' individual needs.

- How many locations do you have?
- Are there any current or old reviews posted online you need us to address?
- Where online do you want us to focus our attention?
- What messages and content do you want us to push out on your behalf?
- What responses and strategy do you want us to use when dealing with your online customers?

WHAT WILL YOU DO?

- **Setup and design your Facebook, Twitter and Google+**
 - To give your business a good presence online, we set up and design your Facebook, Twitter, and Google+ pages to be as unique as your business.
- **Scheduled posts & content**
 - We schedule weekly posts to send to your Likes and Followers.
- **Management of Social Media Networks**
 - Whether someone likes a post, comments on a photo, or posts to your wall we never miss a beat when responding to your fans and customers. We work with your business leaders to formulate a plan on how to handle each unique fan and each unique situation.
- **Claim, Correct, and Verify your Listings**
 - Your listings are just as important as your social media presence. Do you know where your customers are looking and want to make sure your information is up to date? No problem! If you're not sure what your listings look like across the board – we'll do the research for you.
- **Monitor and Manage your Listings**
 - Once you are claimed, corrected and verified we keep a watchful eye over your listings for any reviews or comments. We work with your business leaders to formulate a plan on how to handle each unique review and each unique response.
- **Setup & Training of Social Media & Reputation Monitoring Dashboards**

- Our technology makes it easy for you to keep an eye on your online brand as well as what we're doing for you. We set you up and train you on our very own dashboards where we monitor your scheduled posts, handle mentions and responses and send you reporting so you can see how we're doing!
- **Is that all?**
 - Nope! We also offer YouTube Channel Creation. We will create and manage your Foursquare and Pinterest accounts, too. Want to run a Facebook contest? We can handle that!

IN CONCLUSION

There are a lot of perks of having a team of social media experts, search engine registration specialists, and graphic designers taking care of your online presence.

In this day and age, customer service online is just as important as it is in-person or over the phone. Make sure you have a solid, professional team handling all of this for you!

HOW DO I GET STARTED?

All Social & Reputation Management packages are custom quoted and with just a few questions your sales expert can get you started.

- How many locations will be managed?
- What is your website?
- Are there any existing reviews online that need to be addressed as of today?
- Are you interested in running any Facebook contests?

Choose which of the following listings you'd like us to manage and monitor for you:

- | | | |
|----------------------|-------------------|---------------|
| ● Angie's List | ● Health Grades | ● TripAdvisor |
| ● Apartments.com | ● Houzz | ● Vitals |
| ● Avvo | ● Kudzu | ● WeddingWire |
| ● Bing Local | ● Local.com | ● Yahoo! |
| ● CitySearch | ● Mapquest | ● Yellow Bot |
| ● DealerRater | ● Merchant Circle | ● YellowPages |
| ● Edmunds | ● OpenTable | ● Yelp |
| ● Expedia.com | ● Superpages | ● Zomato |
| ● Google My Business | ● The Knot | |

Choose which of the following basic social media sites you'd like us to manage and monitor for you:

- Facebook
- Twitter
- Google+

Choose which of the following additional social media sites you'd like us to setup for you:

- Foursquare (setup only)
- Pinterest

Do you want us to post to and manage any of the above social sites?

I JUST BOUGHT REPUTATION MANAGEMENT... WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will submit your information for a quote that fits your specific needs.
- Your Sales Expert will review this quote with you and make sure all of your needs are covered and you understand the pricing and expectations.
- Your Sales Expert will submit an order for your Reputation Management package 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 start your reputation management program.
- 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

- The fulfillment team gets most of the information they need during the quoting process in Step 1, but they like to verify that information to make sure everything is correct.
- The fulfillment team will be asking you about your current social media strategy and if you'd like them to do anything differently.
- They will be asking for admin access and login information if you have any existing social media accounts they will be taking over. Please have this information handy or be available next to a computer so they can handle this all over the phone.
- They will be asking you about how often you'd like reporting, and how you'd like them to communicate to your team about new customer interactions online.

I JUST SOLD REPUTATION MANAGEMENT... WHAT'S NEXT?

Step 1

Sales Expert's Responsibilities

- You will need to fill out an RFP for Reputation Management: <http://www.formstack.com/forms/?1735558-c0uJrJf4IF> please allow for 24-48 hours during the business week for a response
- You will need to review this proposal with the customer and make sure all items are covered and they understand the pricing and expectations
- Once the proposal is accepted, a CRM order will need to be submitted by your property's CRM Admin.
- 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 and the fulfillment team has a copy of the Reputation Management proposal on file, 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 program. They will copy you on all communications about when the call is completed, if they were unable to gather information during the time of the call, and what they need help getting. You will be notified when proofs are ready after the account has been distributed for fulfillment.

Step 3

Going Forward

- Once the program has been set up and is running, the fulfillment team keeps weekly contact with the customer on posting, mentions, reviews, etc.
- Reporting is automated and sent via email to the customer, but can also be pulled upon request.
- All updates and inquiries can be submitted to support@amplifiedlocal.com.

EXAMPLES

The image shows a screenshot of a Facebook page for 'All About EYES'. The page features a profile picture of a smiling woman with glasses, a cover photo of various eyeglasses, and a post titled 'Last Call!' with a background of glasses. The page includes navigation tabs (Home, About, Photos, Likes, Locations, Posts, Reviews), a 'Create a Page' button, and a right-hand sidebar with sections for 'Retail Company' (5.0 stars), 'Search for posts on this Page', 'Invite friends to like this Page', 'About' (with a 'Message Now' button and website 'allabouteyes.com/'), and 'APPS' (with a 'Locations' button).

Facebook Page

Home Moments Notifications Messages Search Twitter

All About Eyes
@All_About_Eyes
Joined August 2015


TWEETS 158 FOLLOWERS 25 LIKES 2 LISTS 1

Tweets Tweets & replies Media

All About Eyes @All_About_Eyes · 1h
These suggestions can help you maintain your eyes' health!




7 Ways to Protect Your Vision
Incorporate these strategies into your everyday routine to maintain your eyes' health.
realsimple.com

Twitter Page



 **Trenton Smith** ▸ **Alvareita's College of Cosmetology**
July 25 · 🌐



Thank you for contacting me to help train your students in CPR and First Aid.




1 Like 2 Comments

 Like  Comment  Share

Alvareita's College of Cosmetology likes this. Most Recent ▾

 **Alvareita's College of Cosmetology** You're very welcome, Trenton! We hope you have a wonderful vacation, and we look forward to your return!
Like · Reply ·  1 · Commented on by Rad Ross [?] · July 27 at 8:59am

 **Trenton Smith** Thank you so much! Contact me any time. I look forward to your call and/or text.
Unlike · Reply ·  1 · July 27 at 9:05am

 Write a comment...  

 **Taj Mahal Loop** @TajLoop · Sep 4
@Castellis255 thanks for following!

FAVORITE
1

4:03 PM - 4 Sep 2015 · Details

Reply to @TajLoop

























 **Castellis Restaurant** @Castellis255 · Sep 8
@TajLoop It's our pleasure! Thank you for joining our Twitter following as well. We look forward to interacting with you!

   1 

Social Interaction

The screenshot displays the AMPLIFIED Social Marketing interface. At the top, the navigation bar includes 'My Posts', 'Customer Posts' (with a notification badge of 10), 'Leads' (with a notification badge of 17), 'Content', and 'Analytics'. On the right side of the navigation bar, there are 'Compose' and 'Settings' options. The main content area is titled 'My Posts' and has two tabs: 'Recent Posts' (active) and 'Scheduled Posts'. A 'Filter' sidebar on the left allows users to select or clear all posts for various platforms: Facebook, Google+, LinkedIn, and Twitter. Under each platform, the user 'Amplified Local' is listed with a checked checkbox. The 'Recent Posts' section shows two posts from 'Amplified Local'. The first post, posted 2 hours ago, features a photo of a group of people and has 12 reactions, 1 comment, and 0 shares. The second post, posted 3 hours ago, features a photo of a person at a computer and has 4 likes, 0 comments, and 0 shares. Both posts include 'View on Facebook' and 'Delete Post' links.

Past and scheduled Social Posts

Directories		
 411.com notes		Listing found with possible errors. show details
 Better Business Bureau notes		Listing not found. view possible matches
 DexKnows notes		Accurate listing found. show details
 Health Grades notes		Listing not found. view possible matches
 Local.com notes		Accurate listing found. show details
 Mapquest notes		Listing found with possible errors. show details
 MerchantCircle notes		Accurate listing found. show details
 Superpages notes		Accurate listing found. show details
 Yellow Book notes		Accurate listing found. show details
 Yellow Bot notes		Listing found with possible errors. show details
 YellowPages notes		Accurate listing found. show details
 Ziplocal notes		Listing found with possible errors. show details

Reviews ⓘ

Manage Reviews

Generate Reviews



Sources

All

Average Rating



4.5 / 5

144 Reviews
0 with No Star Rating

5 Star 117

4 Star 9

3 Star 7

2 Star 2

1 Star 9

No Rating 0

Ratings

All

Source All



My wife and I purchased our wedding bands from the...



Sep 09, 2015 Shawn Ruminski via google.com

My wife and I purchased our wedding bands from the diamond center and we cannot be more pleased with the result. We went into the experience knowing very little about expensive jewelry, but Tricia and the staff were patient, educating us without the overt pressure to buy we expected. When buying the engagement ring, i was very clear about my budget, and the sales staff went above and beyond to ensure that I got the most value for the money. My wife loved her ring, we designed our bands together and they have surpassed all our expectations in every way.

Even though we've since moved away from the Madison area, The Diamond Center is the first place i'll be turning to when birthdays and anniversaries come up- their service and commitment to detail have earned two lifetime customers!

[view details](#) | [share](#)

Respond

Sep 07, 2015 Vic H via google.com



[view details](#) | [share](#)

Respond

I have had a fantastic experience with the Diamond...



Aug 28, 2015 Amber Facktor via google.com

Mentions

Monitor Mentions

Search Mentions



Web

- DN** SAC opens second Bluffs credit union location - The Daily ...
Neutral
Close Welcome! ...
- 🌐** Super Saver Foods (B%26R Stores)
Somewhat Positive
Kim Kardashian All About Kim Kardashian Skip to content Home S...
- 🔗** Russ's Market - WOW.com
Somewhat Positive
Search Sign-In Close My Favorites View MY FAVORITE...
- 📖** Super Saver Weekly Specials - Webio
Somewhat Positive
Super Saver Foods - Official Site. Super Saver Omaha Weekly Specials; Super Saver Highway2 Lincoln Weekly Specials; Super Saver Pine Lake Road Lincoln Weekly Specials ...
- PG** B&R Donates to Lincoln Children's Zoo | ProgressiveGrocer
Somewhat Positive
Skip to main content ...

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Images



Twitter

- Sep. 10, 2015 by Fiscal_Family
Deals at @SuperSaverFoods: ...
Neutral
Deals at @SuperSaverFoods: \$0.25 Yogurt, \$1.68 Bread + CHEAP Ice Cream & Fresh Produce! http...
- Sep. 10, 2015 by nmaestas
@SuperSaverFoods @rossnelso...
Neutral
@SuperSaverFoods @rossnelson I'm in New Mexico now. Save me some. Oh, wait.....
- Sep. 10, 2015 by rossnelson
RT @SuperSaverFoods: Hatch ...
Neutral
RT @SuperSaverFoods: Hatch Chiles: A spicy addition to your next dish! Roasting till 5pm today. h...
- Sep. 09, 2015 by beatboxbadhabit
SWIM said that Super Saver ...
Neutral
SWIM said that Super Saver has 750ml of Jäger on sale. Did he say \$16.68?...
- Sep. 10, 2015 by jdloy
Best time of year! Roasted...
Neutral
Best time of year! Roasted hatch chillies. @SuperSaverFoods http://t.co/QFprAJe981...

[view all »](#)

Facebook

No results found.



Shawn Ruminski

in the last week

★★★★★ My wife and I purchased our wedding bands from the diamond center and we cannot be more pleased with the result. We went into the experience knowing very little about expensive jewelry, but Tricia and the staff were patient, educating us ... [More](#)

Response from the owner in the last week

Shawn, thank you for the wonderful review! Our ratings are very important to us and as the store manager, Jason would like to personally thank you. We look forward to helping you with those future birthday and anniversary purchases. Thank you again!



jo ma
a month ago

★★★★★ The women in customer service could sure use an attitude check. This store was previously a 5* but their attitude drives it down, completely uncalled for.

Response from the owner a month ago

Thank you so much for your comment. That information is important. We want you to feel welcome! Would you please send an email to promotions@super-saver.com with more information so we can follow up? Thank you again.

The screenshot shows a business profile for 'The Diamond Center'. On the left is a dark sidebar with the business logo, name, address (3515 Milton Ave, Janesville, WI 53545), phone number ((608) 752-8003), website (thediamondcenter.com), and hours (Jewelry Store, Today 10:00 am - 8:00 pm). Below this is a map showing the location near Victoria's Secret and Janesville Mall. The main content area features a large photo of the storefront, a 'Review Summary' section with a 5.0 star rating from 25 reviews, and a 'Photos' section with several images of the store and a 'Write a review' button. A navigation bar at the top includes 'About', 'Posts', 'Collections', 'Photos', 'Videos', and 'Reviews'.

Review Response

WIN TICKETS TO

LOUIS C.K.

LOUIS C.K. brings his critically acclaimed comedy show to Dallas. Appearing at Music Hall at Fair Park on November 9 & 10. We're giving away 2 tickets to each show! Winners will be announced November 7.

First Name Required

Last Name Required

Email Required

Phone Required

Birthdate Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)



Steve Litman Presents

Like Page 241 likes

SUBMIT

TWO NIGHTS, TWO CHANCES TO WIN TWO TICKETS

LOUIS C.K.

NOVEMBER 9 & 10 | 8PM | MUSIC HALL AT FAIR PARK

TICKETS ON SALE NOW! WWW.LIVEATTHEMUSICHALL.COM #LIVEONLINE

