



SMALL BUSINESS SOLUTIONS

# Taking control of your Reputation

hibü™

# “All you have in business is your reputation...”

-RICHARD BRANSON



You already know how important your business's reputation is, and how to manage it through great service and word-of-mouth recommendations...but what about your business's reputation *online*?

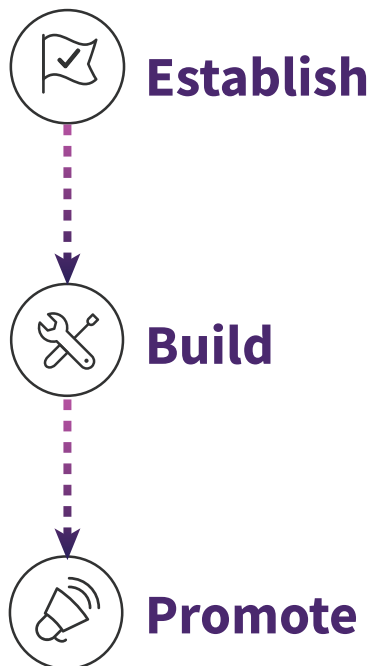
To spread the good word about the good work you do — on Google, Facebook, popular apps and more — you need to be in control of what your customers see and say about your business online — and the reputation that creates for your business.

# Your business online

## Online success starts with establishing a solid foundation

Connecting with your local customers online is a 3-step process —you need to establish your foundation...build your presence...and increase your performance.

Each step builds on the last, and it all starts with a foundation that sets you up for success. This guide will show you what goes into establishing a solid foundation for your business online, starting with managing your reputation.



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# Establishing your online foundation

## 3 things you need to succeed online:



### Business Listings

1. The correct **FACTS** about your business — your accurate name, address, phone and more — on search engines, directories, apps and voice search-enabled devices



### Online Reviews

2. Positive **FEEDBACK** from your customers — public ratings and reviews on Google, Facebook and other top sites that can help new customers trust you



### Online Reputation

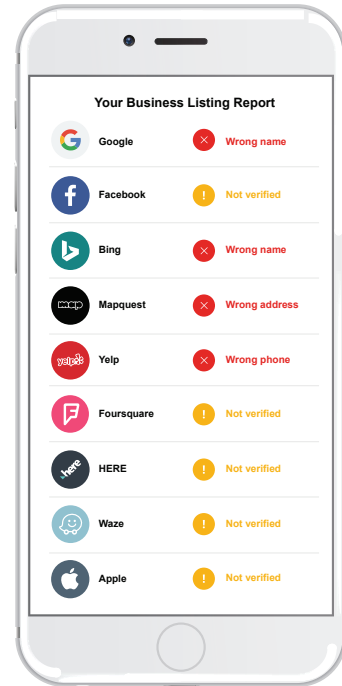
3. A plan to create a good **FIRST IMPRESSION** — by keeping track of all your online business information, responding to customer reviews and taking control of your online reputation

# What are online listings?

## You are more than just your website online

There are probably hundreds of listings for your business online on search engines and sites like Google, Yelp and CitySearch...more on directory sites like Yellowbook.com...and still more on popular apps like Apple Maps.

You may have created some of these listings yourself, but most are probably auto-generated, and they may have the wrong information about your business — the wrong name, the wrong address, or the wrong phone number.



## Listings by the numbers

### How your listings impact your customers' opinions



of people say they've found incorrect information when searching for a local business online<sup>1</sup>



of people say they lose faith in a local business when their online listings show incorrect information<sup>2</sup>

Your online business listings change **every 6 days** on average<sup>3</sup> – so what was right last week may be wrong today.

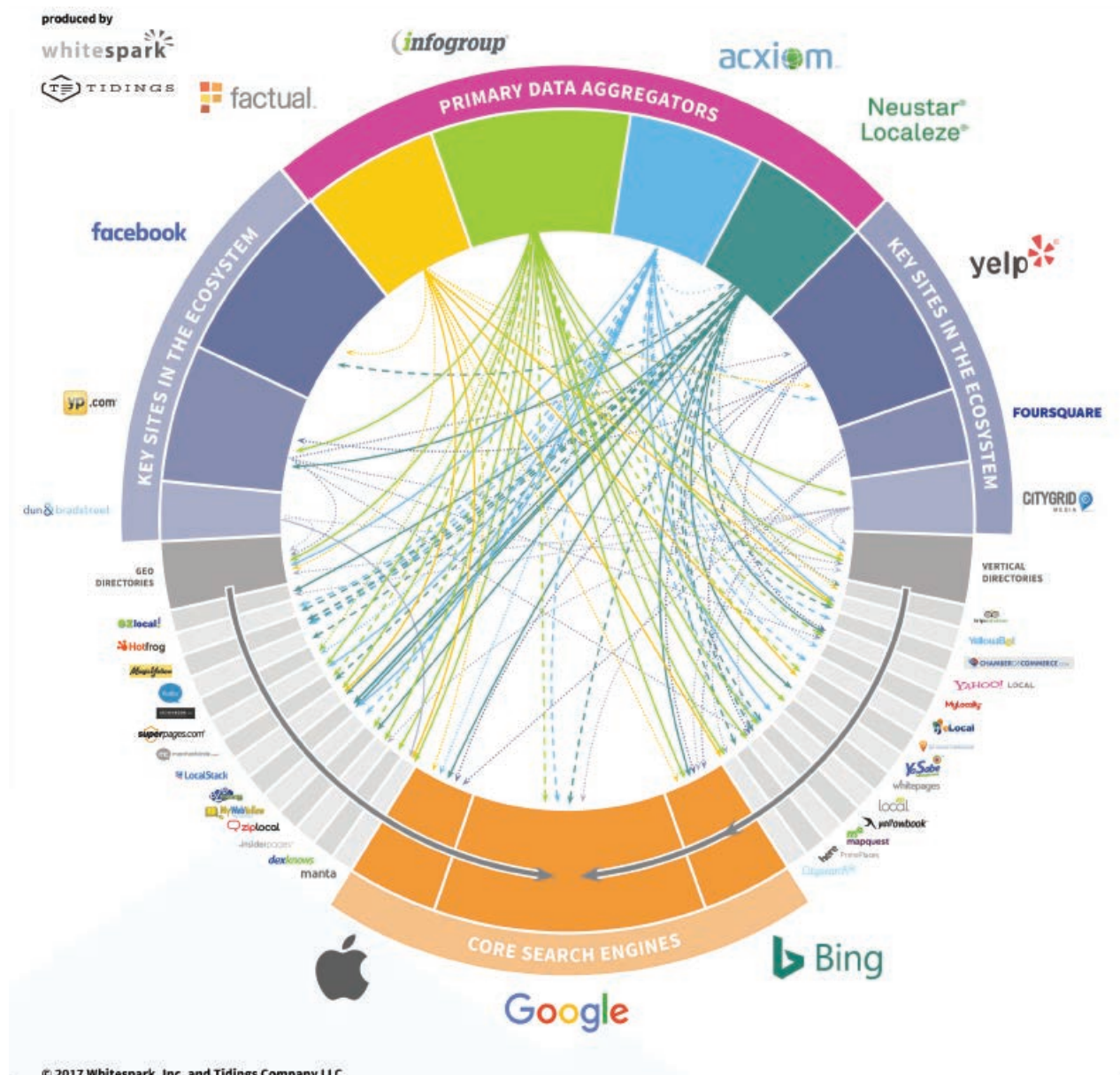
## Your listings...with someone else's input

So many of the business listings you see online — yes, including yours, and yes, including the ones you've already claimed and corrected — are populated by data

from third-party sources. The information from these big players is what drives the changes to your business information — changes that might not be correct!

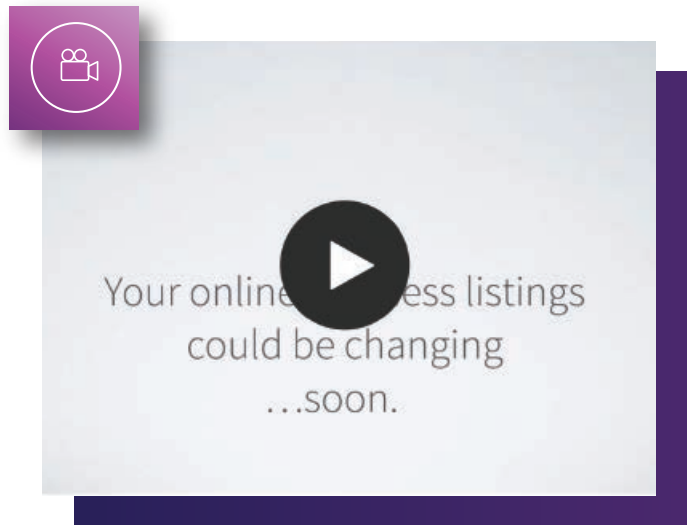
## The Local Search Ecosystem

————> Confirmed Relationships    .....> Likely Relationships    .....> Unconfirmed Relationships



## See how often your listings can change

Watch how all the online listings for your business — the ones you created, the ones you already correct and the ones that were autogenerated — can change over time.



## Correct and protect your most important business information online

### **Control your listings' accuracy where it matters**

Make sure your name, address, phone number and more are correct on sites, directories and the apps your customers use

### **Help your customers find you via voice search**

Give your customers the right information when they use Alexa, Siri and Google Assistant to ask about your business

### **Update and enhance your listings any time**

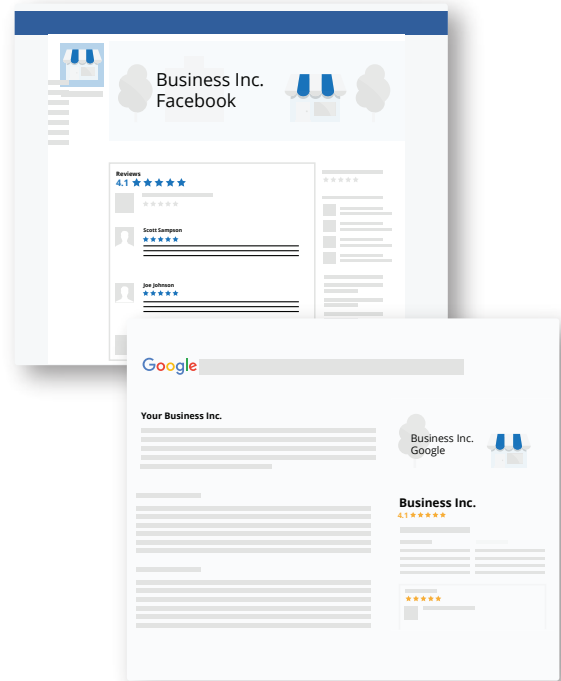
You can add promotional and timely messages to help your listings stand out and keep your customers informed

# What are online reviews

## What your customers are saying matters more than ever

Online reviews refers to all the feedback, ratings and reviews for your business across the Web. We're not just talking about Angie's List or Yelp either. Reviews are in the search results, on directory sites and on social media...and your customers can find them on their computers, tablets and phones.

In other words, online reviews for your business are everywhere your customers are looking today — and if yours aren't positive, or aren't showing up at all, you may have a hard time convincing prospects to choose you.



## Reviews by the numbers

### What your online reviews reveal to your customers



of consumers trust online reviews as much as personal recommendations<sup>4</sup>



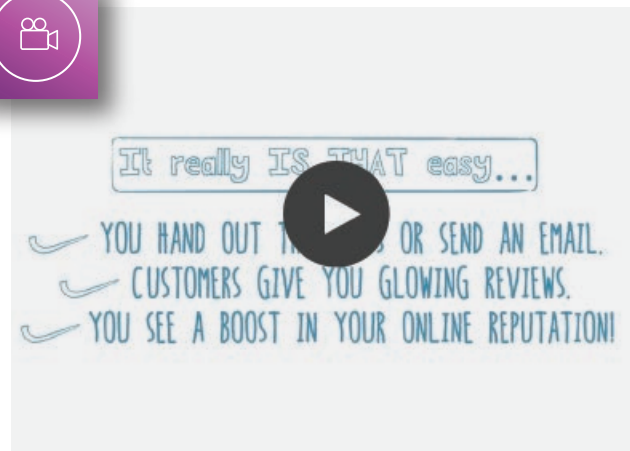
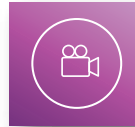
of consumers will only use a business if it has 4 or more stars<sup>5</sup>

Positive online reviews have become **the #1 factor** for consumers considering an online purchase<sup>5</sup>



## Online reviews + your customers

Watch the video to see why online reviews are the new “word of mouth” recommendations — and how easy it can be to build your library of 5-star reviews online.



## Collect and share your customers' reviews and ratings online

### Collect reviews in person and online

Get the tools you need to easily request reviews from your customers while their experience is still fresh – and make it easy for them to share their reviews with you on their terms

### Share your reviews online and on social media

Publish your reviews on sites including Google and Facebook – where local consumers look for your previous customers' feedback

### Add your reviews to your website

Embed your positive reviews on your site (and automatically add them to your Hibu Website) to build your visitors' trust

# So what's your online reputation?

**What you do with your Listings and Reviews creates a powerful first impression for your customers**

Keeping up with all the changes to your listings and customer reviews can feel like another full-time job – and it's harder still if you're logging into multiple platforms to keep an eye on everything that's new or changed.

***“I can't find time to...”***

**Keep up with changes to your listings**

When your listings are changed by a third party, how do you correct your business info?

***“It's hard to...”***

**Track and respond to all your online reviews**

How do you make sure you see and respond to everything your customers are saying?

***“How do I...”***

**Make sure everything is consistent and connected**

Your listings info and reviews tell a complete story for your business — how do you keep them in sync everywhere?

## Reputation by the numbers

### The impact of responding to online reviews



of U.S. consumers look at online reviews for a local businesses<sup>6</sup>



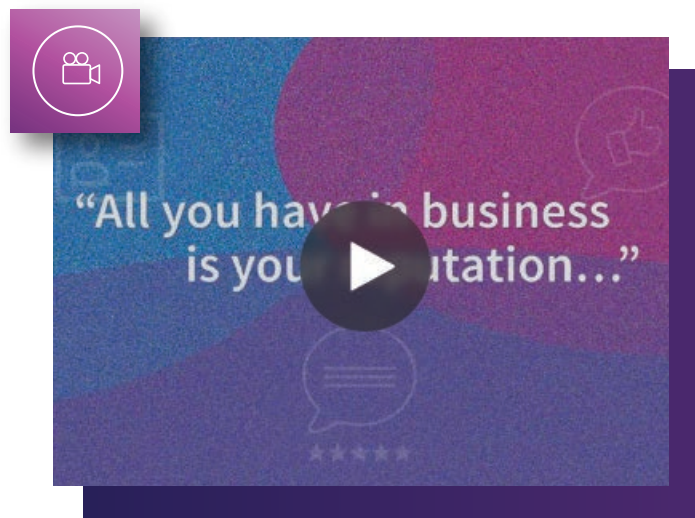
of consumers change their perception of a business after seeing the business respond to a review<sup>7</sup>



of consumers expect a response to negative online reviews within 24 hours or less<sup>5</sup>

### See why your online reputation matters

Watch this short video to find out just how important your online reputation is — and how managing it can help turn curious consumers into confident new customers.



## **Monitor and respond to everything your customers say about your business online**

### **Monitor all your listings and reviews**

Manage your listings, reviews and online reputation from a single, easy-to-use dashboard

### **Reach out and respond to your customers**

Use one tool to ask your customers for feedback and respond to their reviews (you can even respond directly on Google and Facebook)

### **Compare your reputation to your competitors'**

Track your rating to see how your reputation stacks up against your competition and your industry average

You need a simple, all-in-one solution to monitor, respond to and correct what your customers and third-party providers say about your business online.

# Establish a solid online foundation and take control of your reputation with Hibu's Presence Foundation Solution

Correcting your business information and highlighting your positive reviews is all part of “reputation management” online. It’s the cornerstone of your digital foundation —and the first step in everything else you want to accomplish online.



### Hibu Listings Management

Correct and protect your most important business information online



### Hibu Reputation

Monitor and respond to everything your customers say about you online



### Hibu Reviews

Collect and share your customers' reviews and ratings online

$$1+1+1=10$$

Your listings, reviews and reputation work better when they work together — and so should all your other digital marketing.

**See what it takes to get all your marketing in sync.**

# Better results working together

Why work harder when you could market smarter? At Hibu, our goal is to help you achieve your goals, by building you a complete digital marketing “solution” — a custom, interconnected digital marketing campaign that works to maximize your results and deliver what you want.

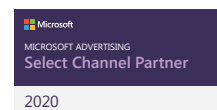
Tell us what you want to achieve – more visibility, more visitors, more leads... or all three — and we’ll build you a smart, easy digital marketing solution designed to deliver the results you want.

Visit **Hibu.com** to learn more or talk to us today at **855-727-1889** to take the first step towards smarter digital marketing.

## About Hibu

Hibu is a leading provider of managed digital marketing solutions for small to medium-sized businesses, providing local business owners with a truly integrated, smart digital marketing program designed to generate leads by driving visitors to your website and increasing your visibility online where it matters most – on search engines, in voice search, and on social media sites like Facebook.

Hibu makes it easy for you to get everything you need to advertise your business online – all from a single partner – saving you time, money and frustration. Hibu is a Facebook Marketing Partner, Google Ads Premier Partner, Google My Business Partner, and Microsoft Advertising Select Channel Partner. Hibu – Smart Digital Marketing Made Easy.



<sup>1</sup> Yext survey, 2015,

<sup>2</sup> BrightLocal "Local Citations Trust Report 2018

<sup>3</sup> Yext internal study, 2016

<sup>4</sup> BrightLocal "Local Consumer Review Survey 2018

<sup>5</sup> Local Search Association "The Great Conversational Divide: What SMBs Don't Understand About Reviews and How it's Hurting Their Business" 2018,

<sup>6</sup> <https://www.mgdvertising.com/marketing-insights/infographics/online-reputation-management-infographic>,

<sup>7</sup> <https://visual.ly/community/Infographics/business/why-online-reputation-matters-business>

