

Facts + Feedback = Your Digital First Impression

Take control of your digital foundation

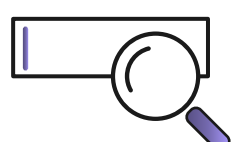
When it comes to your business, first impressions are everything – and believe it or not, the first thing a potential customer sees regarding your business is rarely your website.

It's far more likely a prospect's first impression of you online will be the **FACTS** they see in search results and/or the **FEEDBACK** posted in customer reviews.



The Facts: Your Digital Listings

You may not realize it, but your business information is listed all over the web. Potential customers can find your business listed in dozens of places online, including:



Search Engines

like Google, Yahoo! and Bing



Social media

pages like Facebook and Twitter



Local services

like Yelp and Apple Maps



A.I. assistants

like Alexa and Siri

How your listings impact your customers' opinions

86%

of businesses have either missing or incorrect company name information listed across all listings¹

80%

of people say they lose faith in a local business when their online listings show incorrect information²



The Feedback: Your Customer Reviews

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.

What your online reviews reveal to your customers

78%

of consumers trust online reviews as much as personal recommendations³

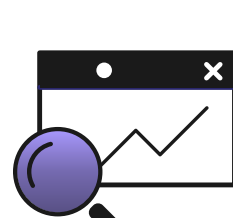
57%

of consumers will only use a business if it has 4 or more stars⁴



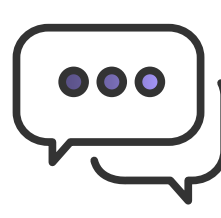
Take Control of Your Online Reputation

Correcting your business information and sharing positive reviews is key to “reputation management” online — it's the cornerstone of your digital foundation and the first step in succeeding online.



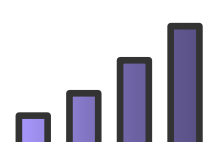
Monitor all your listings and reviews

Actively look for your business' listings and reviews. Check the major sites like Yelp and Facebook, or just do a search for your business using a search engine like Google.



Reach out and respond to your customers... especially unhappy ones

Work to generate new positive reviews and share them wherever you can. The more positive reviews you can gather and share, the more out-of-place any negative reviews will seem.



Compare your reputation to your competitors'

Track your ratings to see how your reputation stacks up against your competition and research averages in your industry.

1+1+1=10

Your listings, reviews and reputation work better when they work together — in fact, all your digital marketing will deliver better results if they're all working in sync.

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to take the first step towards smarter digital marketing.