

Melbourne  
S O C I A L C O .

ONLINE

Reputation

MANAGEMENT



# Online Reputation Management

In a nutshell, Online Reputation Management, (or ORM as it's known,) is the practice of making people and businesses look their best online.

## The Importance Of Online Reputation Management

In the digital age, online reviews have largely taken the place of the word-of-mouth referrals. After all, it may be easy to ask your neighbour who mows their lawn, but harder to find someone you know who has ordered a metallic gold ceramic pineapple from a fair-trade website in the past year. In our digital age, potential buyers can seek out online reviews of products and services offered by various companies all around the world - including people who have frequented your business in the past.



The results of a 2013 Local Consumer Review Survey show that more consumers are reading reviews as part of their pre-purchase research before selecting a local business to use. 85% of consumers say that they read online reviews for local businesses.

Consulting reviews is now a logical step in the purchasing cycle for all types of products and services. The increased quantity and availability of reviews makes the selection process easy for consumers. Whether they're choosing a nice restaurant for dinner or looking for a new yoga teacher, they can benefit from reading other's experiences and insights.



*It's important to remember at which point in the buying cycle reviews come into play:*

- By the time a consumer has started reading reviews, they have identified an issue/need they have, worked out what service or product satisfies this need and now want to select a business to use.
- So, the path from reading online reviews to purchasing from or visiting a business is short, which means it's crucial for local businesses to have a positive online reputation so they can convert 'searchers' into customers.

## Will good reviews lead to an increase in revenue?

According to Google, business "listings that had at least 3+ star reviews took 41 out of 47 clicks." Michael Luca, an assistant professor at Harvard Business School, discovered in a study of Seattle restaurants that "a one-star increase on Yelp leads to a 5 to 9 percent increase in revenue."



## How can your business keep on top of these reviews and where do we come in?



At Melbourne Social Co, we want to take the stress out of Online Reputation Management for you! As part of your ORM program, we schedule a weekly time to check for new reviews online. When undertaking this comprehensive check of review sites relevant to your industry, we respond quickly on behalf of your business to reviews, both positive and negative. By responding quickly, we send the message that your business cares about customer input and if negative, are taking steps to resolve the problem.

We keep the tone civil - some online reviews can be scathing, juvenile, inappropriate, and downright unfair. Even if a certain review does awaken some strong emotions, we do not mimic the reviewer's negative tone. Instead, our response is calm and civil, and we reply to the reviewer with class. If your business gets dragged into the virtual mud with a reviewer, both you and your business almost always lose.



## How Can You Get More Good Reviews?

### *Ask satisfied customers for reviews*

If a customer expresses his or her satisfaction to you verbally, be sure to respond by saying, "Thanks! Feel free to tell the world by putting that in a review online!"

### *Ask for reviews on your website*

It's important that all of your customers feel that they have a voice in how you do business. We will help you implement a section on your website where it is easy for customers to upload their reviews. We will then help you with a strategy to promote this review system in your store or on social media.

### *Encourage people to read your reviews*

We will help your business display a link or button on your website, Facebook page, and anywhere else you have an online presence to promote your available online review options. Not only will potential customers read your glowing reviews, but your current customers are more likely to add their positive feedback as well.



## What Next?

Melbourne Social Co offers a range of packages to help your business stay on top of online reviews. Contact us today for more information!

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