



 **Reputation Loop**<sup>™</sup>  
TURN FEEDBACK INTO 5 STAR REVIEWS



## HOW CONSUMERS SEARCH TODAY

90%

SAID THAT ONLINE REVIEWS INFLUENCED THEIR PURCHASES

70%

TRUST A BUSINESS WITH A MINIMUM OF 6-10 CURRENT REVIEWS

72%

TRUST ONLINE REVIEWS AS MUCH AS PERSONAL RECOMMENDATIONS

62%

READ ONLINE REVIEWS WHEN SEARCHING FOR A LOCAL BUSINESS

The way consumers search for a business today has evolved! Your business experiences **growing competition** and customers have **more choices** than ever! For customers to select you over your competition, you must be able to

**STAND OUT**

**1 out of every 4 online searches** are completed on a mobile device.

By 2015, **mobile marketing in the U.S. will generate \$400 billion** - compared to \$139 billion in 2012.

**Mobile searches account for over 1 billion** local searches every year.

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IN TODAY'S INTERNET AND CONSUMER DRIVEN WORLD, ONLINE RATINGS AND REVIEWS ARE THE #1 DECIDING FACTOR WHEN LOOKING FOR LOCAL PRODUCTS AND SERVICES.

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## BE VISIBLE TO YOUR MARKET

# 95%

OF NEW CUSTOMERS FIND LOCAL SERVICES USING A SEARCH ENGINE

**CONSUMERS ARE RESEARCHING** prospective businesses, products, and services more than ever.

# 70%

USE THE INTERNET AS THEIR "GO-TO" SOURCE WHEN PURCHASING GOODS AND SERVICES

**REVIEWS ARE NOW SO IMPORTANT** that major search engines and review sites rank a business higher or lower depending on their number of recent reviews and overall ranking score.

**THE MORE POSITIVE REVIEWS** a local business has, the more trustworthy they appear and the more customers they attract over their competition.

## INCREASE YOUR REVENUE

**MORE REVIEWS = MORE MONEY.** Consistent positive reviews earn more customers for your business, boosting your revenue up to 10%.

**ACCORDING TO A HARVARD STUDY,** a one-star increase in a Yelp rating can lead to a 5% to 9% increase in revenue.

**A SIMPLE HALF-STAR IMPROVEMENT** on Yelp's 5-star rating makes it 30%-49% more likely that a restaurant will sell out its evening seats.









## OUR MISSION

**THE WORLD'S FIRST AND ONLY** automated reputation marketing platform, Reputation Loop fulfills the needs of business owners seeking to establish online credibility. Developed to empower local business owners with the ability to control and expand their reputation. The “hands-off” approach allows owners to easily achieve a positive online reputation while focusing on new customers and improving internal business practices.

## REPUTATION LOOP DELIVERS:

-  **A 5-STAR REPUTATION ONLINE**  
Improve your online presence by increasing positive reviews from current clientele
-  **HIGHER SEARCH ENGINE RANK**  
Positive reviews increase your business ranking in search results
-  **HIGHER PROFITS FOR YOU**  
A positive reputation naturally drives consumer spending - resulting in higher profits
-  **ONLY POSITIVE REVIEWS**  
Unique reputation protection helps prevent negative reviews from ever hitting the web

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A SIMPLE WAY TO BUILD A 5-STAR REPUTATION WITHOUT WORRYING ABOUT NEGATIVE REVIEWS BEING POSTED ONLINE.

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## HOW REPUTATION LOOP WORKS:

**ENTER CUSTOMER'S NAME AND EMAIL:** Customers are automatically sent an email with a unique link requesting feedback about your company.

**CUSTOMER COMPLETES REVIEW OF BUSINESS:** Customer enters a star rating and completes a review of your business on a mobile or desktop browser.

**PREVENT NEGATIVE REVIEWS FROM BEING POSTED ONLINE:** Software recognizes positive feedback from customers and triggers a follow-up, along with a message, requesting they share their review with other consumers on leading review sites that the business owner chooses.

Negative feedback is flagged for immediate attention and the customer is routed to a resolution page, helping prevent negative feedback from becoming a poor review of the business online.

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ALL FROM A SINGLE SOFTWARE THAT WORKS 24 HOURS A DAY.

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## COMPLETE DIGITAL PRESENCE

**YOUR BUSINESS LISTING DRIVES CUSTOMERS** and prospects to your physical location. Despite the best of efforts, a company's information, company name, address, and phone number, oftentimes are listed incorrectly or inconsistently across websites, maps, and mobile apps, resulting in missed opportunities, loss of new customers, and less revenue simply because your information is out-of-sync.



**Two out of every three businesses** have online listings that contain incorrect information

**About \$10 million a year** is lost by small businesses because of incomplete digital presence.

**73% of consumers** lose trust in a local business when discovering inaccurate online information

**CONSISTENT AND ACCURATE LISTINGS IS KEY!** Reputation Loop works to ensure that your business information is consistent and complete where your customers are searching for you. Whether your information appears on websites, maps, or mobile apps, Reputation Loop locks in the correct information from one single source that you can control from within your Reputation Loop dashboard.

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UPDATE YOUR INFORMATION ACROSS THE WEB QUICKLY RIGHT FROM YOUR DASHBOARD

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## PROVIDE YOUR CUSTOMERS PRECISION

**YOU HAVE REAL-TIME CONTROL** across a network of 55+ leading sites, maps, and apps. We provide you with a guaranteed presence, making sure your company information is correct and consistent across the web.

**UPDATE YOUR INFORMATION AS IT CHANGES** If any of your data requires an update, Simply update your business information in your Reputation Loop dashboard and we'll update all the relevant websites, maps, and apps your listed on. New information normally appears within 24 to 72 hours after an update.

**GIVE YOUR CUSTOMERS A LITTLE BIT MORE** In addition to providing customers vital business information such as your company name, address, phone number, email, and website, you can enhance your listings by including descriptions, maps, photos, logos, videos, product details, and reviews.

Now when a prospective customer searches for your business online, the results that appear will be **accurate, up-to-date, and consistent** across all of the major sites, directories, maps, and apps - leading to **better customer experiences** and **less friction between prospects and your front door.**

# REPUTATION MANAG

## WHY REPUTATION LOOP

**REPUTATION LOOP CONNECTS WITH YOUR CUSTOMERS** when they are in the best frame of mind to leave feedback about your company.

**REPUTATION LOOP CONTINUALLY MONITORS** your online visibility and helps establish an attractive and credible reputation through positive customer experiences, highlighting your company as the preferred choice.

**REPUTATION LOOP IS IDEAL FOR ANY COMPANY, AGENCY, OR FRANCHISE** of any size, allowing management or an individual to see the overall reputation footprint of their business in one easy to use dashboard.

## WHAT PEOPLE ARE SAYING

“Reputation Loop is a site that will make any business owner’s day. There’s no better way to outplay your competitors.” –Sean D

“Reputation Loop is for business owners who are serious about their reputation and want to build it quickly and consistently.” – Jen M



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## REPUTATION LOOP FEATURES

### **AUTOMATED FEEDBACK LOOP**

creates a simple and easy way to request feedback from customers. Immediately read any new feedback sent to you via email or SMS.

### **AUTOMATED SOCIAL SHARING**

publishes new positive reviews across business owner's social media, even if customers are unable to.

### **MONITOR RANKING AND REVIEWS FROM TOP REVIEW SITES**

to keep track of your entire online presence, ensuring your reviews are in good order.

### **BUSINESS VISIBILITY CHECKER**

ensures business information is properly listed and verified across the major search, review, directory, and social review sites.

### **MONITOR FEEDBACK TO AN EMPLOYEE OR DEPARTMENT LEVEL**

and understand how each employee or department is doing on a customer-by-customer basis.

**EXTERNAL MICRO PAGE** increases your local search visibility and provides customers with essential company information and reviews.

**WORDPRESS PLUGIN TO POST POSITIVE REVIEWS** directly to your website, promoting your company.

**AVAILABLE SUPPORT & EDUCATION** provides the necessary help to jump start your reputation management and promote positive reviews and ranking.

**AND SO MUCH MORE...**



**Reputation Loop™**

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