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THE 5 STAGES **OF ONLINE REPUTATION MANAGEMENT**



The Critical Role of Online Reputation Management

Today's leading marketers understand how important online reputation management (ORM) is to their business. Effective ORM strategies are essential to both promoting and protecting your brand online. When employed correctly, they can:



Help prospects find your business in search engines

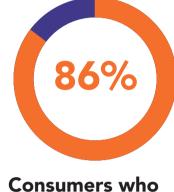


Facilitate meaningful engagement with your target audience

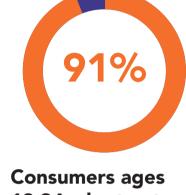


Elevate positive feedback and address potential issues

Quite simply, the importance of ORM to customer prospecting and retention in the digital age cannot be overstated.



read online reviews for local businesses¹



18-34 who trust online reviews as much as personal recommendations²



say a good reputation will get them to try a product³

Sources:

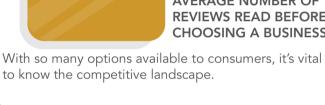
1-2:- BrightLocal, 2018 3:- Edelman, 2019

Establish an ORM Roadmap

Influencing brand perception across the digital media landscape takes hard work, especially for businesses integrating ORM into their toolkit for the first time. That's why it is best to start with the basics. Then, as you master each piece of the puzzle, adopt more advanced techniques to continue moving the needle.

five-stage approach to achieving positive ORM results.

While the exact process is different for every business, there is a consistent



AWARENESS

REVIEWS READ BEFORE CHOOSING A BUSINESS¹

AVERAGE NUMBER OF

CAN INCREASE CONVERSION² Actively encouraging customers to leave reviews ensures that others read about their experiences and follow up to learn more.

HOW MUCH REVIEWS

GENERATE **REVIEWS**

Looking at your business through the eyes of your customers is key to understanding what your customers like and what should improve.

ANALYZE REVIEWS

MORE STARS³

57%

WILL ONLY USE A

BUSINESS IF IT HAS 4 OR

WANT BUSINESSES TO **INTERACT ON SOCIAL**

Consumers want businesses to have a social media

48% SOCIAL MEDIA

Complete and accurate business listings affect to long-term brand health.

USE SEARCH ENGINES AS A FIRST STEP4

everything from immediate search engine results

BUSINESS LISTINGS MANAGEMENT

presence. Try engaging content like community events, news, specials and promotions. Sources:

1,3:- BrightLocal, 2018

2:- Spiegel Research Center, 2017

POSTING

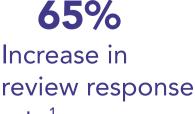
MEDIA⁵

4:- Binary Fountain, 2019 5:- Social Media Examiner, 2017 **Binary Fountain's ORM Solution**

Businesses seeking to attract more customers to their products and drive brand loyalty look to us for end-to-end ORM support. Binary Fountain solutions empower our customers to move at the right pace for their businesses. The results speak to the effectiveness of this approach in terms of

Guides You Through This Process

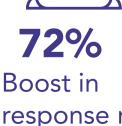
both the quantity and the quality of customer reviews. What have some of our clients seen as a result of implementing ORM?



rate¹



overall internal experience score²



response rate across 100 business locations³

www.binaryfountain.com

2-3:- Binary Fountain Gene B. Glick Case Study

1:- Binary Fountain Mill Creek Residential Case Study

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