



# A good rep is hard won, and can be easily lost!

*It takes many good deeds to build a good reputation, and only one bad one to lose it.*  
- Benjamin Franklin

We all, as small businesses looking to make our mark, face the certainty of our reputation proceeding us... this is both our strength and our vulnerability.

In an era where every customers' opinion is broadcasted on the first page of Google, Facebook, and a host of other review websites... it is increasingly important to manage our online reputation. Encouraging your fans to be visible in their praise and your detractors to provide constructive direct feedback, privately for your response. Introducing Potent REP:

- Reputation management
- Review Acquisition
- Funnelled +ve vs. -ve reviews
- Website integration
- Review management
- Reporting

## Why are Good Reviews so important... do I really need a reputation strategy?

1. 90%<sup>1</sup> of consumers reportedly read online reviews before choosing a business to buy from 72%<sup>2</sup> admit to trusting them as much as recommendations from family or friends.
2. We understand, unprompted, consumers will tell twice as many people about their Negative experience as their Positive ones.
3. 4 out of 5<sup>3</sup> consumers reverse their purchase decision based on negative online reviews.

## Bad Reviews happen...

We have all had customers that are completely unreasonable, and no matter how accommodating we are they are ready to tell anyone who will listen of their negative experience. If we leave our reputation in the hands of these customers, and don't actively encourage our happy customers, we are leaving our reputation vulnerable. A dozen 1 star reviews when you have twenty 4 & 5 stars will slow any prospective customer. But a dozen in a host of two hundred... well, then they just look like outliers.

## Make Good Reviews happen...

**Potent REP**, is reputation management where we monitor & respond to online reviews. It also provides a proven review acquisition process and displays your good reviews front & centre for everyone to see. Funnelling positive reviews into public praise and negative toward private complaint. Fully integrated with your website, and linked to Google My Business, Facebook and more, **your great reviews will help you build an ever improving online reputation.**

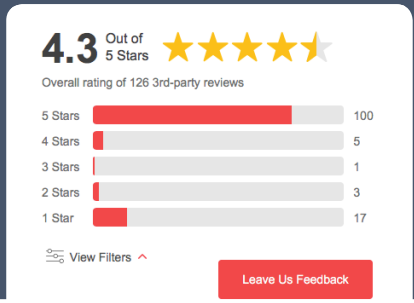


(1) Anderson, M. "Local Consumer Review Survey." 2012. (2) Local Viewpoints, 2013. (3) "Online Influence Trend Tracker." Cone Communications, 2011.

## Potent REP from \$25 - \$45 p/week

For more information, and to see live examples speak to our team on **1300 853 557**. Pricing valid until 30 June 2020

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## Reputation Management Inclusions Comparison

	Potent GMB	Potent REP	
		Self Managed	Managed
Monthly Price per Location	\$55	\$110	\$195
Weekly direct debit option	\$12.5	\$25	\$45
<b>Review Acquisition (1st &amp; 3rd Party)</b>			
Link to Request Feedback	Link to GMB	✓	✓
Email Requests			✓
Reception (iPad) Requests			✓
SMS / Text Requests			300
Bulk Requests (uploaded by Potent)			✓
TextBack			✓
Survey Questions (managed / updated by Potent)			✓
<b>Review Management</b>			
Google Review Monitoring	✓	✓	✓
Facebook Review Monitoring		✓	✓
Tripadvisor monitoring			✓
Houzz monitoring			✓
Yelp monitoring			✓
Zomato monitoring			✓
Google Q&A Monitoring			✓
Twitter Monitoring			✓
Google Review Replies	✓	✓	✓
Google My Business Posts	✓	✓	✓
Copywriting for GMB Posts	+\$220 p/m	+\$220 p/m	+\$220 p/m
<b>Site Integration</b>			
Reviews Page (select reviews to display)	Testimonials page	✓	✓
Reviews Pop-up (select reviews to display)		✓	✓
Reviews Badge (display avg rating)		✓	✓
Product or Service Pages Reviews (filtered & displayed on a specific page)			✓
Google Search Stars (on selected pages, dependent on 1st party reviews)		✓	✓

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