

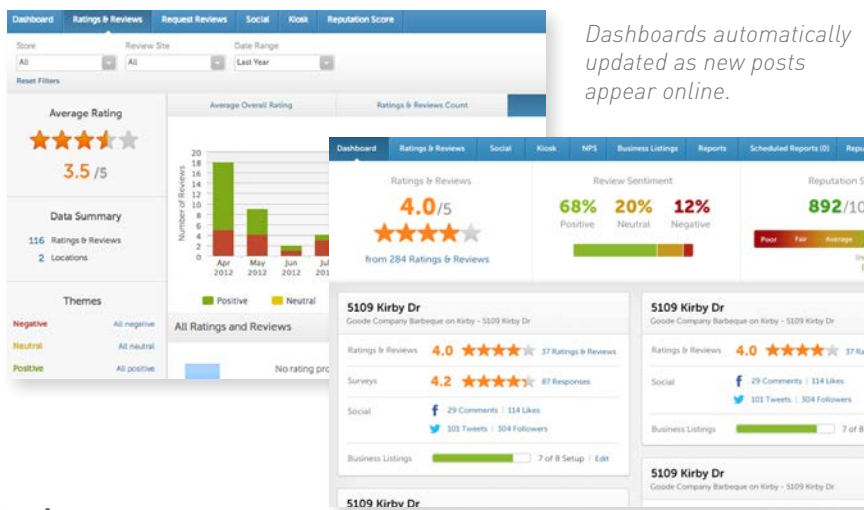


# REPUTATION MANAGEMENT FOR BUSINESS



## One solution for reviews, social media, and local SEO

Don't settle for a partial fix. Track, analyze, and improve every aspect of your business's online reputation using a single, cloud-based platform. Only with Reputation.com.



Dashboards automatically updated as new posts appear online.

The Reputation.com mission is to help businesses and individuals control their online reputations, promote their brands, and protect their privacy. A World Economic Forum Technology Pioneer Award winner, Reputation.com is the leading online reputation management firm in the world with customers in 100+ countries.

## Reviews

- All your reviews collected into one dashboard
- Customizable alerts sent by email so you're always in the know
- Includes both general and industry-specific review sites
- One click to recruit your best customers to write you new reviews
- Tablet-based kiosks let you request reviews from customers before they leave your place of business
- Mobile app alerts you of new reviews as they get posted
- Fully managed campaigns: review generation, responding, outreach

## Social Media

- Manage Facebook, Twitter, and Google+ from the dashboard
- Customizable alerts for new social interactions
- Library of unique, local content collected for easy, one-click publication to your social sites
- Fully managed campaigns: optimizing, posting, responding

## Local SEO

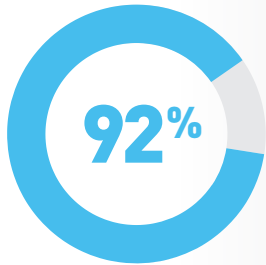
- Your information across all the top business listings sites
- SEO-optimized landing page with reviews and appointment button
- Reputation score compares you to local competitors



2011, 2012, 2013, 2014  
Stevie's Award  
Customer Service  
Department of the Year



The average platinum-level subscriber sees a 650% increase in review volume within three months of starting with Reputation.com.



Of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions.  
 (eTailing Group)

### Powerful Mobile App

Respond to reviews, post to social media, and manage your account from any iOS or Android device.



## TECHNOLOGY PLATFORM

- Cloud-based and easy to use—nothing to maintain on your end
- Set customizable alerts so you never miss a thing
- Compare yourself to the competition using our patented reputation score
- Monitoring your reputation from anywhere using our mobile app

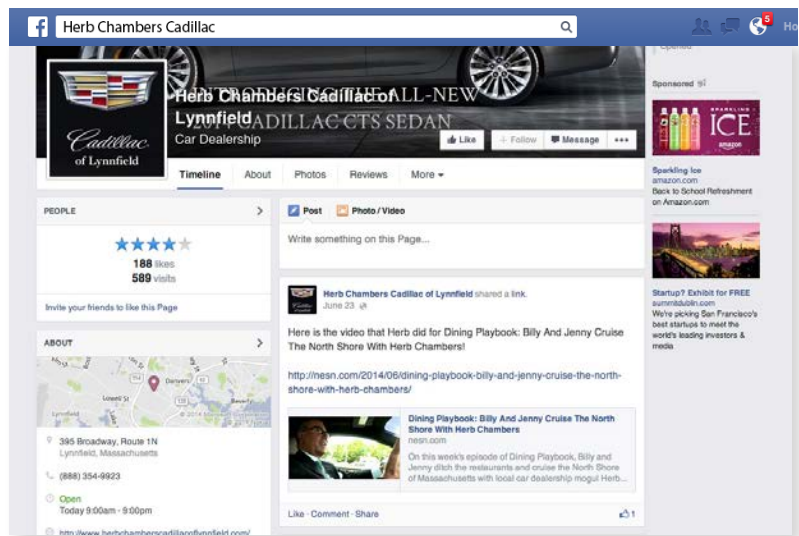
## SOCIAL BUILDER

### Automatically synchronize your reputation to social media

We can set up and configure your Google+, Facebook, and Twitter accounts according to best practices. You can also sync to your existing accounts to see all of your social activity in the dashboard and compare it to reviews. In addition, our Facebook app prominently displays your positive kiosk reviews to your social media fans.

### Unique content library makes posting to social effortless

Our algorithms scour the Web looking for information about your industry, your business, and your local community (by ZIP code). We then collect interesting news or blog articles and preformat these into social media-friendly posts that you can publish with a single click.



*Social media publication: Reputation.com manages your social profiles for you so that you always have attractive, relevant content on your pages.*

### We respond strategically to customers on social media for you

Let us handle the routine of posting to your social media accounts and responding to customer queries. Our agents are trained in social media best practices and monitor your accounts on a daily basis.

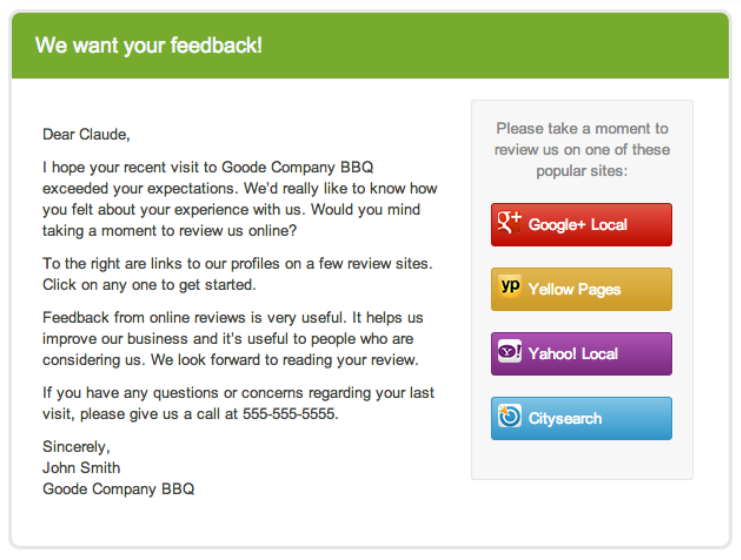
## REPUTATION BUILDER

### See your reviews from the top 3rd-party sites—all in one place

Your reviews are automatically compiled from review sites across the Internet. We don't limit you to proprietary review platforms that your customers will never see. Instead, we give you access to data from popular sites like Google+ and Yelp, as well as industry-specific sites.

### Bury negative reviews with one-click review requests

The best way to deal with negative reviews is to drown them in a flood of positive ones. We provide an intuitive email request system that you can use to ask your most loyal customers for their feedback. We automatically insert links to your review profiles, and we select which sites to include based on their impact.



*Email Campaign: HTML templates created according to best practices for maximum response rates.*

### Collect reviews before customers leave your place of business

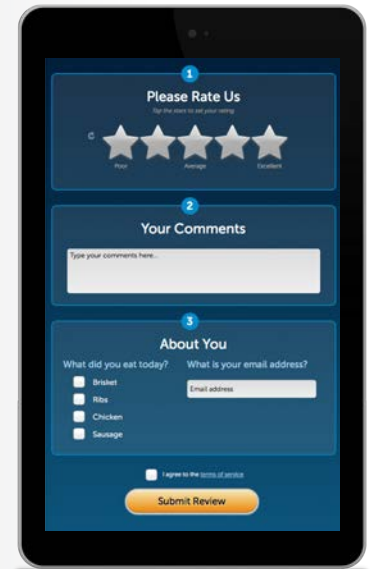
We provide customized tablet kiosks or software for on-site use. A simple, one-screen interface encourages customers to review. Negative feedback goes to your management team. Positive feedback prompts the customer to post a review online.

### We work with your customers to get you more positive reviews

Sit back and watch your star average improve automatically. We can run customized email campaigns for you, sending out emails to your most loyal customers. We also respond strategically to customer reviews on your behalf to defuse any issues as they arise.

## On-site Review Kiosk

Collect feedback from customers before they leave your place of business. New positive reviews automatically get posted online.



A difference of one star in a typical online review profile can lead to a 5–9% difference in revenues for that location. (Harvard Business Review)

## SUBSCRIPTION LEVELS

	<b>Social Builder</b>	<b>Reputation Builder</b>	<b>Platinum Bundle</b>
Paid Monthly (3 months minimum)	\$249/mo	\$249/mo	\$449/mo
Paid Annually (1 month free)	\$2,739/yr	\$2,739/yr	\$4,939/yr
<b>Technology Platform</b>			
Cloud-based dashboard, no software or hardware required	●	●	●
Mobile app for iOS and Android	●	●	●
New data pulled into your dashboard from across the Web in real time	●	●	●
Email alerts for new social mentions and/or reviews, customizable by you	●	●	●
<b>Social Media</b>			
All your social activity collected from Facebook, Twitter, Google+	●		●
Post, like, tweet, follow, share and conduct all other social activities from within the platform	●		●
Library of unique, industry specific content published up to 5x per week	●		●
Library of unique content published on specific holidays / special occasions	●		●
Have us set up and optimize your social profiles for you	●		●
Have us build your social presence with posts, likes, tweets, etc.	●		●
Have us respond to social media posts on your behalf	●		●
<b>Online Reviews</b>			
Monitor reviews from the leading 3rd-party sites, including general & industry-specific sites		●	●
Request new reviews from customers by email with one click from the dashboard		●	●
Have us run a review-request campaign for you with customized logos and branding		●	●
Have us respond to negative reviews on your behalf directly from the dashboard		●	●
<b>Kiosks &amp; Landing Pages</b>			
Tablet-based kiosk that collects reviews from your customers in store before they leave		●*	●*
Attractive landing page for your business optimized for Google Search		●	●
Positive kiosk reviews go on the page, negative reviews get sent to you for follow-up		●	●
Appointment scheduling capability directly from the landing page		●	●
<b>Local SEO</b>			
We populate your business info on 10 leading directory sites including Google+		●	●
Our landing pages often show your kiosk star rating in the search results		●	●
We monitor your listings for accuracy and update them periodically for optimal ranking		●	●
<b>Reputation Scoring</b>			
Patented Reputation Score comparing you to industry benchmarks and local competitors	●	●	●
Analytics & filters to track your reputation over time across a number of metrics	●	●	●
<b>Advice, Support, &amp; Training</b>			
SLAs on response times & satisfaction	●	●	●
Interface & usability assistance	●	●	●
Library of training videos & workshops	●	●	●
Access to a dedicated reputation consultant for any questions or issues	●	●	●

**Can't wait to get started?**  
**Contact your WSI Consultant today for more information.**