



REPUTATION MANAGEMENT

HARNESSING THE POWER OF POSITIVE REVIEWS WITH JUSTIN SHANK

WHY MANAGE?

- Understand Opinions and Insights
- Identify and Understand Guest Experiences
- Improved Customer Service Opportunities
- Increase Organic Search Results
- Generate Publicity Opportunities

QUESTIONS FOR YOUR OPERATION

- ARE YOU ACTIVELY MANAGING YOUR REPUTATION?
- WHAT IS YOUR PROCESS FOR RESPONDING TO CUSTOMERS?
- DO YOU ENCOURAGE YOUR CUSTOMERS TO LEAVE REVIEWS?
- ARE YOU USING TOOLS TO MANAGE YOUR REPUTATION?
- WHAT ARE YOUR BIGGEST CHALLENGES?
- WHO ARE YOUR BRAND ADVOCATES?

TOOLS FOR REPUTATION MANAGEMENT

- SEMrush
- HootSuite
- Google Alerts
- Social Mention
- Trackur
- SeniOne
- Reputology
- Review Push
- Chatmeter
- Reputation Ranger
- Reputation Health
- Meltwater

The background is a solid teal color. In the four corners, there are decorative white line-art patterns resembling circuit traces or a network diagram. These patterns consist of straight lines of varying lengths and angles, ending in small circles. The patterns are most prominent in the top-left and bottom-left corners, and less so in the top-right and bottom-right corners.

THANK YOU!

ANY QUESTIONS?