



Review Leap

Improving Your Reputation

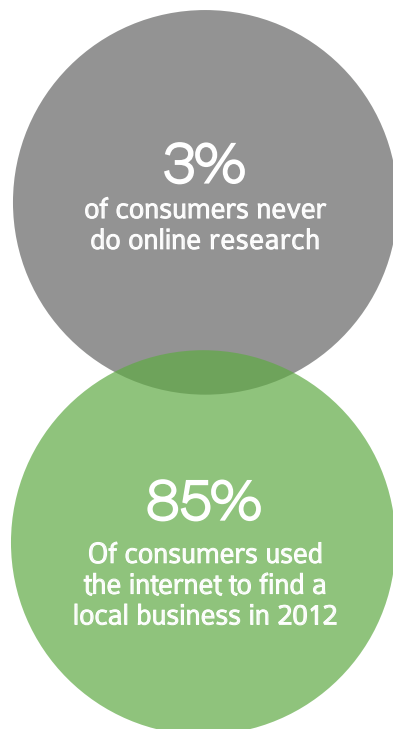
“ IT TAKES 20 YEARS TO BUILD A REPUTATION AND FIVE MINUTES TO RUIN IT. IF YOU THINK ABOUT THAT, YOU’LL DO THINGS DIFFERENTLY ”

–WARREN BUFFETT

THERE’S BEEN A SIGNIFICANT SHIFT IN LOCAL MARKETING

In 2012, consumers used the internet like never before. The year saw a significant jump in the number of consumers searching online to find local businesses. Not only did more Internet users search, but the regularity of their searches skyrocketed.

This change has created an environment where local business can no longer afford the luxury of ignoring the internet. To remain relevant, local business must embrace this growing demographic, or be left behind.



Market research tells us this trend is here to stay. The number of consumers who use and trust the internet has been steadily gaining ground since 2008. This is evident by the huge number of online searches with engines like Google, the growth of online retailers such as Amazon, but also the emergence of local business based websites and applications.

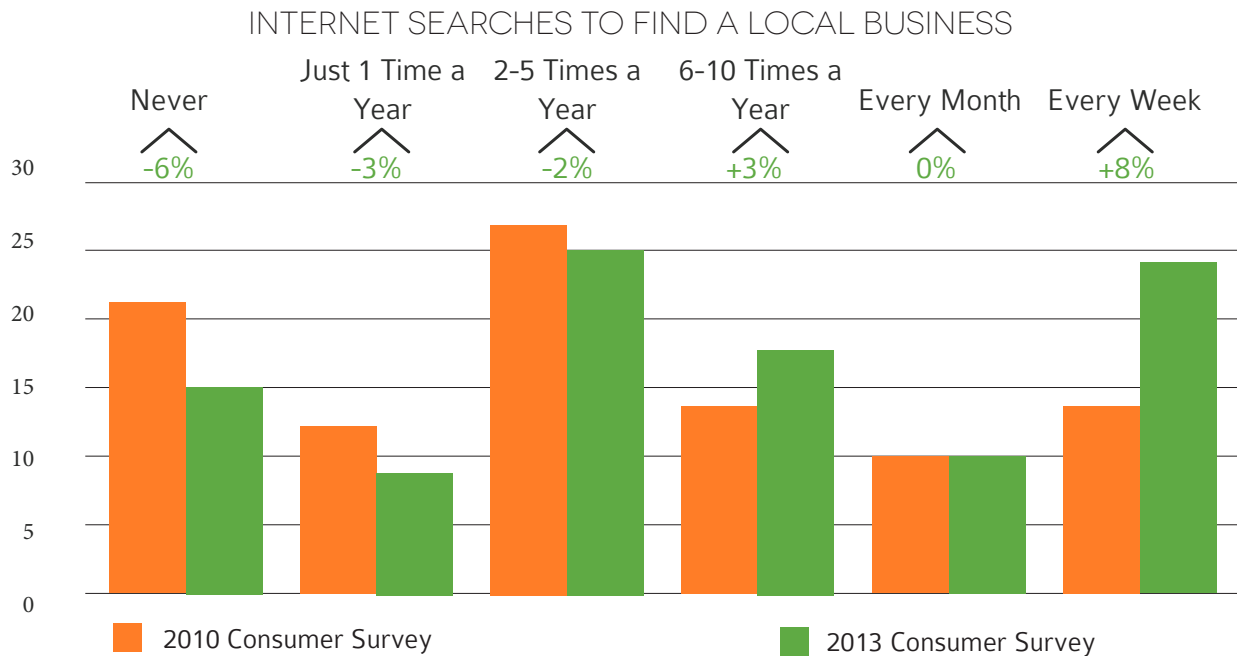
In the old model, local business could rely on newspaper advertising, outdoor signs and coupons to drive business. The development of Yelp.com, Google + Local and Foursquare have made this no longer possible. These local “citation sites” now provide information about your business to thousands of online consumers each month, whether you like it or not, and, *it effects your reputation.*

Citation sites are there to provide information about your business to online consumers. They offer hours of operation, goods and services, location, contact information and most importantly *customer reviews.* These citation websites are extremely powerful in influencing which local business consumers will choose.

In this new environment, there is no more important factor in achieving success than a company’s reputation. *A bad customer review can stain the reputation of your business* for years to come, where as positive customer accolades can boost your company to new heights.

DATA ANALYSIS

Recent market research has shown a rapid increase in consumers using online resources in finding local businesses they can trust. The substantial growth seen in such a short time is a strong indicator of things to come. We as a society are truly in the midst of the information age. As you can see in the graph below, the largest jump is growth in consumers that now use the Internet weekly to find local businesses.



LOCAL BUSINESS SEARCH STATISTICS

600 MILLION

Daily searches on **Google.com**

100 MILLION

Unique visitors to **Yelp.com** in January 2013 that searched for local businesses

2 MILLION

Listings on **Google + Local** have been claimed by business owners.

82%

of local online searches result in a offline visit, phone call or purchase at a brick and mortar store.

80%

of an individual's budget is spent within 50 miles of their home.

73%

of activity online is in one way or another related to local content.

“CONSUMERS ARE USING THE INTERNET TO FIND LOCAL BUSINESSES NOW MORE THAN EVER. THE GROWTH OF LOCAL PLATFORMS ARE A NATURAL EVOLUTION”

HARRIS REPUTATION QUOTIENT

Harris Interactive is a leading global independent research organization focused on providing public opinion research on issues facing society and business. Harris Interactive has used the Harris Reputation Quotient (RQ) to measure the reputations of the most visible companies in the U.S. since 1999.

The 2013 RQ Study represents the 14th consecutive year of measuring corporate reputation in the U.S. The most recent study released in February 2013, offers some important information about the role of reputation in successful businesses.

Reputation can be used as an asset to drive the most appropriate and desired business outcomes among a myriad of stakeholders. Reputation is not always based on informed knowledge, but can be held, communicated, transmitted and transferred by those who are outside the company’s control or knowledge. This can be considered as a

major factor in the importance of managing your business’s presence and reputation through popular online platforms.

This year Harris ranked Amazon.com as the company with the highest reputation, edging out last year’s leader Apple. Amazon’s success comes from broad measures and consistent, sustained efforts to maintain reputation. Amazon received nearly 100% ratings on all measurements related to Trust, Advocacy and Word of Mouth. They lead the survey in 5 of the 6 dimensions of reputation analyzed by Harris Interactive, only slightly behind the social responsibility category.

SOCIAL RESPONSIBILITY

- Environmental Responsibility
- Supports Good Causes
- Involved in Community

EMOTIONAL APPEAL

- Trust
- Good Will
- Admire & Respect

PRODUCTS & SERVICES

- High Quality
- Innovative
- Value for Money

PERFORMANCE

- Outperforms Competitors
- Strong Record
- Continued Growth

LEADERSHIP

- Clear Vision for Future
- Industry Leader
- Role Model

ENVIRONMENT

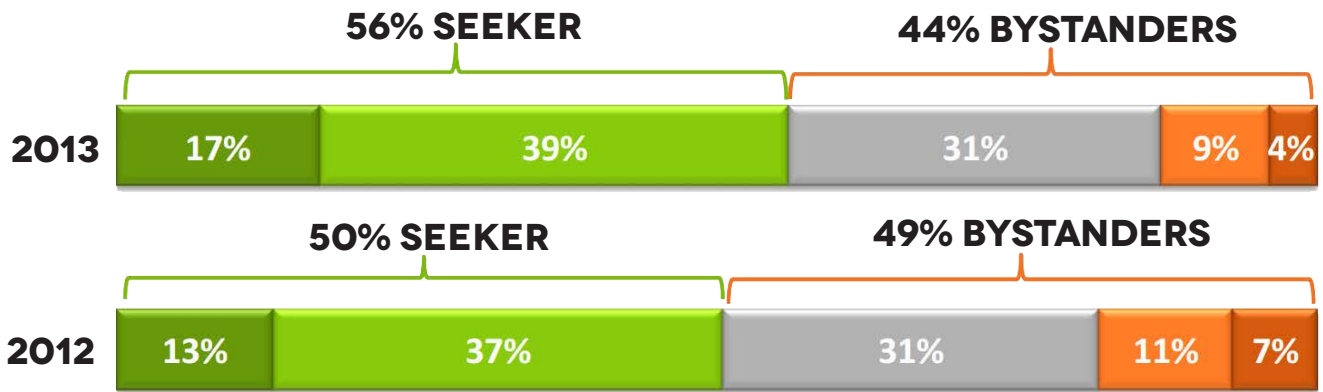
- Great Employee Service
- Rewards Employees Fairly
- Organization

“CONSUMERS WANT TO DO BUSINESSES WITH REPUTABLE COMPANIES.”

SEEKERS VS BYSTANDERS

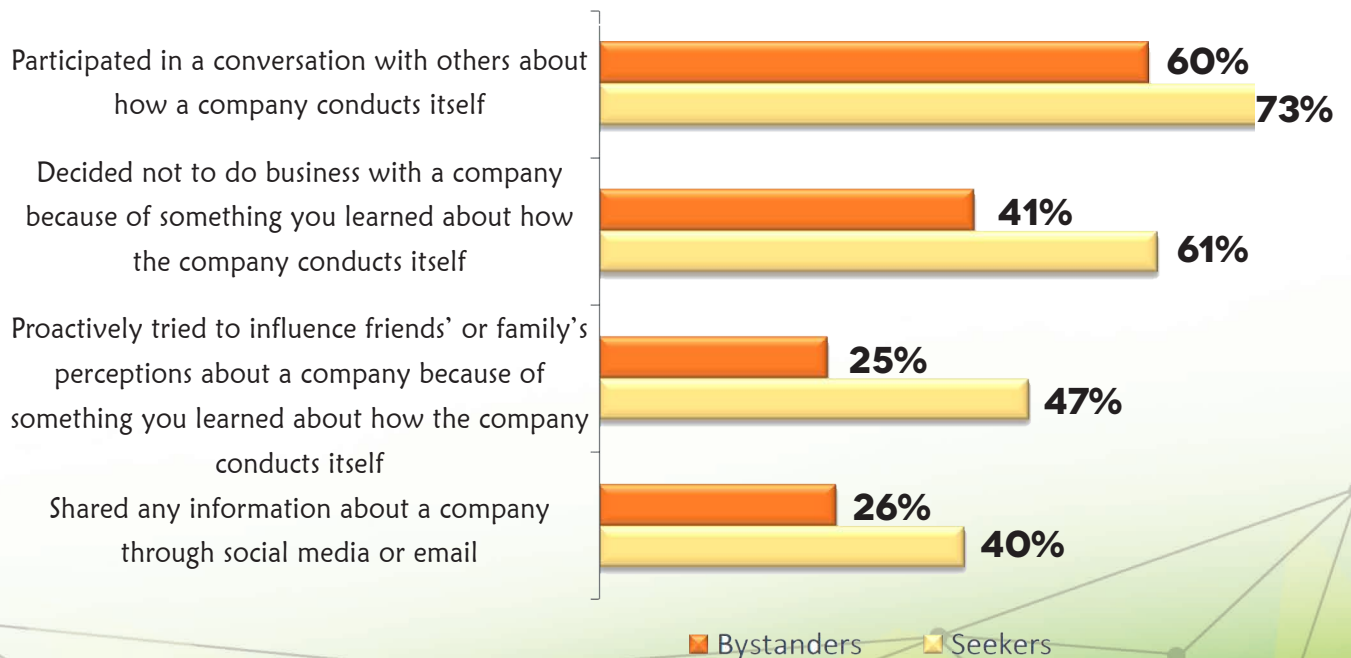
According to Harris Interactive, more Americans are actively seeking information on the companies they may do business with than last year. Harris asked consumers to respond to the following statement: *“More so than in the past, I pro-actively try to learn more about the companies I hear about or do business with.”* The table below are the results of this survey.

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither Agree or Disagree
 ■ Somewhat Disagree
 ■ Strongly Disagree



ACTIONS OF THE SEEKER CONSUMER CLASS

Seekers are extremely important because they demand facts and information, act on their findings, and tend to be highly exertive in influencing the people around them. This market segment grew by 6% in just a one year period, demonstrating that local consumers are taking a more proactive role in examining the reputations of companies with which they choose to do business.



“ONLINE CONSUMERS ARE SEEKING AND DEMANDING INFORMATION FROM YOUR CUSTOMERS TO LEARN MORE ABOUT YOUR REPUTATION.”

TRUST IN ONLINE REVIEWS

We've seen that consumers have embraced Internet search when seeking out a local business; but, how much do they really trust what they are reading about you? For many decades, marketers have known the most powerful form of promotion is **word of mouth**. In this new digital era, the voices have only grown louder with a greater audience.

72%

THE NUMBER OF PEOPLE THAT TRUST ONLINE REVIEWS AS MUCH AS OFFLINE PERSONAL RECOMMENDATIONS FROM FRIENDS

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Foursquare logo, featuring the word "foursquare" in a blue, rounded, lowercase font with a yellow outline.The Citysearch logo, featuring a blue circular icon with a yellow starburst and the word "Citysearch" in a blue, lowercase font.The Yelp logo, featuring the word "yelp" in a black, lowercase font with a red starburst icon to the right, and the tagline "Real People. Real Reviews." in red below it.The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).

“CONSUMERS ARE OVERWHELMINGLY TRUSTING OF THE REVIEWS THEY READ ONLINE. THE MORE THEY READ, THE MORE THEY TRUST.”

2012 LOCAL CONSUMER REVIEW SURVEY

A positive trend has emerged in the most recent Local Consumer Review Survey. This study demonstrates a continued shift toward trust and appreciation of online reviews. The value of online reviews is clearly on the way up!

As local consumers become more familiar with online reviews, higher levels of trust and reliance are being placed upon them. The availability of easy to consume review content and rating systems is only becoming more important to local consumers. This makes embracing the platform a necessity, as an invaluable resource to business owners.

“ 65% OF CONSUMERS READ BETWEEN 2 TO 10 ONLINE REVIEWS BEFORE THEY ARE COMFORTABLE MAKING A PURCHASE DECISION ”

QUANTITY OF ONLINE REVIEWS TO FEEL COMFORTABLE WITH PURCHASE

Statistics clearly show that as consumer trust in online reviews rise, their opinions are being developed based on less information. The “sweet spot” in the quantity consumers require is between 2-10 online reviews; 65% of consumers stated this as their comfort level, which is an increase of 7% over the 2 year period since the previous 2010 study.

The increase comes from the group of consumers that required a larger quantity of reviews to feel comfortable making their purchase in 2010. Those requiring 11-20 reviews dropped by 2%, and those requiring over 21 reviews dropped by 5%.

Whereas those needing to read just one review to be confident in their decision remained unchanged. This demonstrates that having recent, accurate, and precise positive reviews is more critical than ever to ensure consumers do not dismiss you as an un reputable company.

Additionally, the total number of reviews a business has remains important. **Having a high number of reviews gives consumers confidence that your average star rating is legitimate**, and not skewed due to having low representation. This allows local consumers to feel an added level of confidence in the reviews they read.

“TO BE SELECTED ABOVE YOUR COMPETITORS, YOU NEED A HIGH QUANTITY OF ACCURATE AND DESCRIPTIVE CUSTOMER REVIEWS LOCATED ACROSS A WIDE SPECTRUM ON THE INTERNET.”

WORLD'S MOST POWERFUL WEBSITES FOCUS ON REVIEWS IN LOCAL SEARCH

Alexa is the leading provider of global web metrics, using analytics to rank over 30 Million websites worldwide.

Alexa's #1 site in the world is Google, and #2 is Facebook. Ranking among the world's top websites is no small task.

Both businesses have exhibited the highest levels of performance for an extended period of time, while acting as industry leaders that demonstrate great vision for the future. Google and Facebook have recently made definitive moves to solidify themselves as leaders in the local search marketplace.

GOOGLE ACQUIRES ZAGAT RATINGS

Google's \$150 Million purchase of Zagat announced a clear intention to integrate consumer reviews into their local search function. This move emphasizes the fact that **good consumer reviews are now critical part of every business**. This new Google Local+ integrations means any Google search of "keyword + location" instantly reveals a business' reputation.

FACEBOOK INTEGRATES BING LOCAL INTO SEARCH

Since the summer of 2012, Bing Local has been expanding the role that local customer reviews play on their platform. This expansion included adding "Powered by Yelp.com" to their local business search results. Yelp content including, consumer reviews, photos, and business attributes are now prominently displayed to Bing users. Microsoft has also launched the 'Bing Business Portal' which is another step toward this goal.

This local search achievement has not gone unnoticed. Facebook has traditionally used Bing to perform online search functions for their users. Facebook's newest development places Bing Local at the center of their highly touted "Graph Search" function, connecting Facebook users with online reviews of local businesses.

WHAT DOES THIS MEAN?

Every time a Google user searches for a local business, that business' Zagat score is displayed. For example, a search for "Dentist, New York" will return a list of websites; listed beneath each entry is a Zagat score of how the business is viewed by its customers, with a link to that company's customer reviews. When a business has no reviews or even worse bad reviews, consumers are immediately apprehensive about doing business with them.

"GOOGLE, FACEBOOK AND BING HAVE INVESTED HEAVILY IN PROVIDING CUSTOMER REVIEWS ABOUT YOUR BUSINESS TO BENEFIT THEIR USERS.....YOUR POTENTIAL CUSTOMERS."

LOCAL SEARCH GOES MOBILE

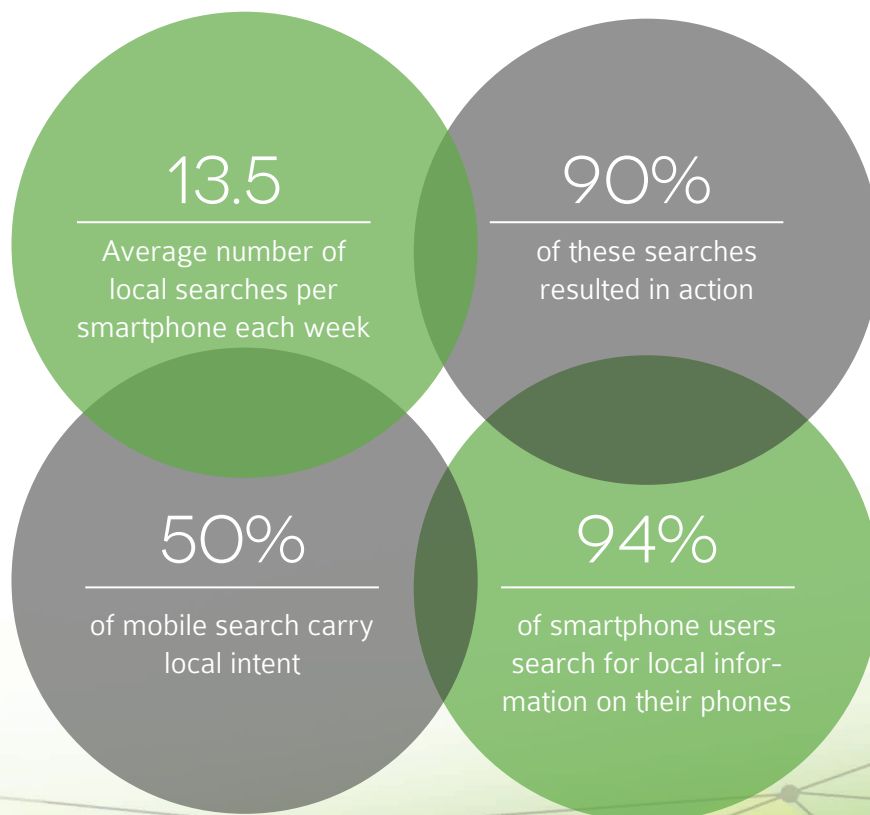
People search the Internet on their smartphones for information about your business, not just products to buy. They search for directions, hours of operation, menus, prices, store locations, phone number and contact information, and information provided by customers about quality.

If you've always done marketing the traditional way, you might not realize how much people are looking for your business online — either through a generic search or through a specific search for your business name.

The use of smartphones has literally exploded, with over 1 Billion current users worldwide and is expected to grow by 1 Billion more before the year

2015. These people are the most avid users of local search platforms.

A 2012 search study revealed 40% of smartphone owners used local search daily, and 70% of them use location aware mobile apps. You can do the math....the market of potential customers is enormous!



“THE MOBILE MARKETPLACE IS NOW ADDING TO THE SPEED AT WHICH YOUR CUSTOMERS CAN LEARN AS WELL AS TELL OTHERS ABOUT YOU”

THE REVIEW LEAP ADVANTAGE

You've now seen the facts. Consumers are using the Internet to find local businesses now more than ever. We know this trend will continue to rise with the growing mobile market. We know the major online platforms have invested hundreds of millions of dollars to provide great local results. We know these search providers want to include as much information about your business as possible. We know they plan to make user generated content in the form of online reviews the focus of search results.

The time is now! You have to get on board, **take control of your online presence and guarantee your business's 5 star reputation**. You don't want to be left behind while your competition captures these hot leads.

Review Leap is here to increase your business. We want you to capitalize on these local searches, make your business more visible to local consumers online and generate the leads you need to help your business grow. Take advantage of Review Leap services and get started optimizing your customer review strategy.

REVIEW LEAP SERVICES

REVIEW MONITORING

Stay on top of new content being created and know what your customers are saying. Alerts and reports keep you up to date with all online activity.

- Review Alerts
- Review Reporting
- Phone Tracking

REVIEW FACILITATION

Develop a strong reputation marketing strategy by enabling customer reviews. Capture positive sentiment and take a proactive role in generating a 5 star reputation.

- Website Integration
- Custom SmartPhone & Tablet Apps
- Staff Training

REVIEW ASSETS

Templates help you streamline review marketing methods, while giving you the tools to deal with both positive and negative reviews.

- Profile Creation
- Crisis & Evangelist Templates
- Review Templates

“REVIEW LEAP IS WATCHING OVER YOUR BUSINESS'S REPUTATION 24/7”

“ YOU CAN'T BUILD A REPUTATION
ON WHAT YOU ARE GOING TO DO ”
-HENRY FORD



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