

# REPUTATION MANAGEMENT CASE STUDIES



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# WHAT IS REPUTATION MANAGEMENT?

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**Reputation Management** is your digital front door so you can take control of your online reputation, easily respond to reviews, and gain access to customer insights. All of the factors contribute to your business's online presence. Manage, monitor and improve your online reputation in one place.

**Reputation Management brings all the factors that contribute to your business's online presence in one place, so you can take control of your online reputation.**



**Reputation management - manage,  
monitor, communicate, trust!**

# REPUTATION MANAGEMENT

## FEATURES AND BENEFITS

*Do consumers trust your business?*



Manage your online reputation  
from one place



be found by customers through accurate  
business listings



see what is being said online about your  
business and your competitors and  
engage in online conversations



# Why consider having Reputation Management for your business?

**95% of consumers use online reviews to  
make purchase decisions.**

**Monitor and respond to your reviews to rank  
above the competition and drive more  
business to your door.**

Potential customers frequently use online reviews to guide their purchase decisions, particularly when deciding among competing businesses. This step recommends monitoring and responding to reviews almost immediately. This shows consumers you are interested and appreciative of feedback. Reviews also help SEO as this is one of the metrics that contribute to search ranking results.



# Reputation Management

Manage, monitor, and improve your online reputation

## Power your online reputation

Reputation Management brings all of the factors that contribute to your business's online presence in one place, so you can take control of your online reputation.



### All your reviews in one place

Compile reviews from dozens of sites to easily see what's being said about your business online. Plus, use built-in review response suggestions to respond to reviews quickly, and customize your own!



### Automated reports and alerts

Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.

### Show up where people are looking

Improve your search rank by identifying online business listings that are inaccurate or missing from essential directories like Google, Facebook, and Bing.

### Hear what's being said all over the web

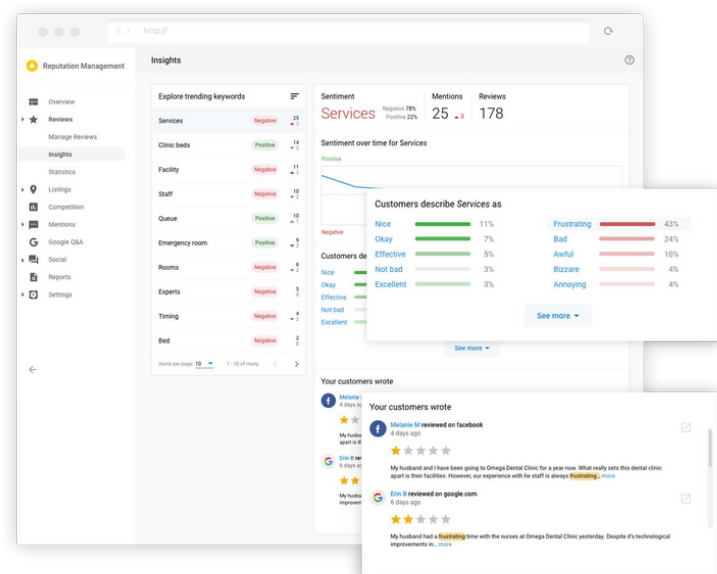
Monitor when your business is mentioned in a variety of sources, including news sites, blogs and social networks. Monitor Google Q&A, and ask and answer questions right from the dashboard.

### You vs. the competition

Examine how your business performs against the competition on search engines, in regards to review ratings, total reviews, and perform social comparisons.

### Sentiment analysis

Machine Learning and AI analyze all customer reviews to show you what aspects of your business are praised or criticized. Turn these insights into strategies to improve.





# REPUTATION MANAGEMENT

## RETAIL CASE STUDY

Securing your **FOOTPRINT**

Protecting your **REPUTATION**

Leveraging your **PRESENCE**



Reputation Management helps with knowing, or finding out, what your customers like or don't like about the products or services your business offers. When you know your customers' grievances, you have the opportunity to make the necessary improvements or changes.

In this case study, a large discount retailer had little active online presence and wanted to get on top of their reputation and rank tracking for over 130 of their location listings.

### SNAPSHOT OF ISSUES

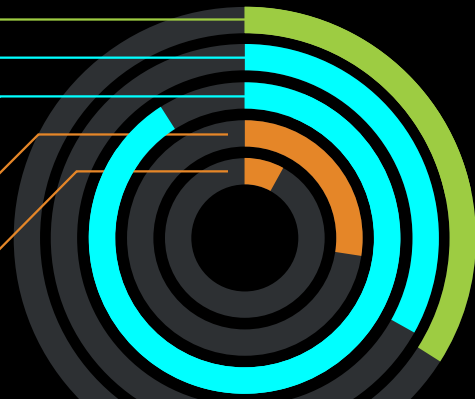
**27%** missing phone numbers/URLs

**38%** inaccurate addresses

**90%** missing imagery/logos

**26%** missing business descriptions

**7%** listings unverified on GMB



A brand's reputation supersedes them and influences most consumers' buying decisions. Positive sentiment is bound to boost your online presence and contribute to increasing sales revenue, improved quality products, brand trust and superb customer service.

Through customer sentiment analysis, a business can improve its customer satisfaction index, customer loyalty and customer value and thus maximising the profits of the business.

#### SEARCH VIEWS



**69%**

increase in GMB views



#### TOTAL SEARCHES



**65%**

more visibility in search

#### MAP VIEWS



**64%**

more clicks to navigation

### BIG WINS

#### DISCOVERY SEARCHES



**81%**

rise in new searches

#### TOTAL VIEWS



**67%**

increase in clicks to site

#### REPUTATION MANAGEMENT



**266%**

boost in positive sentiment



Our team of has achieved similar results.

Invest in Reputation Management and your brand experience marked improvement too.



# REPUTATION MANAGEMENT

## REAL ESTATE SECTOR CASE STUDY



Reputation Management consistently delivers on its promise: to take any brand's digital footprint from 1-star to rockstar status every time.

A leading property and real estate company is a testament to this. They needed help with their digital presence, location data accuracy, and search visibility.

### SNAPSHOT OF ISSUES

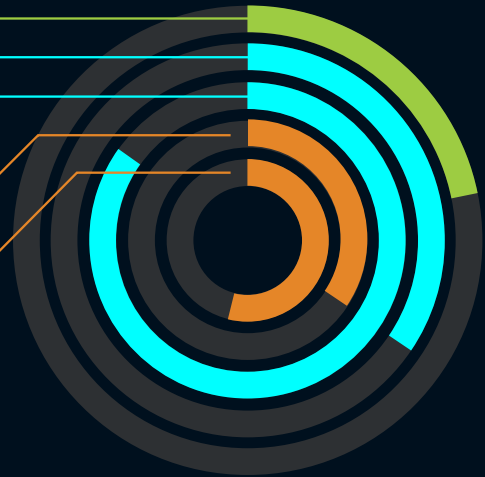
**19%** missing phone numbers/URLs

**38%** inaccurate addresses

**87%** missing imagery/logos

**32%** missing business descriptions

**52%** listings unverified on GMB



Over a period of 10 months, their digital footprint completely turned around. Correcting over 100 of their locations across the digital landscape - over 10 endpoints - created an accurate and consistent online presence that boosted their ranking visibility.

### BIG WINS

#### SEARCH VIEWS



**40.17%**

increase in GMB views



#### BOOST



**72%**

more visibility in search

#### NAVIGATION



**12.43%**

more clicks to navigation

#### PHONE CALLS



**15.10%**

rise in clicks to call

#### WEBSITE



**38.28%**

increase in clicks to site

Our team of has achieved similar results. Invest in Reputation Management and your brand experience marked improvement too.



# REPUTATION MANAGEMENT

## QUICK SERVICE RESTAURANT CASE STUDY



This Quick Service Restaurant's secret sauce? Reputation Management!

A national chain with 451 physical branches had minimal presence outside of their website and Google Business Profile (GBP), and had quite a few data consistency and accuracy issues that resulted in low search visibility.

### SNAPSHOT OF ISSUES

**37%** missing phone numbers/URLs

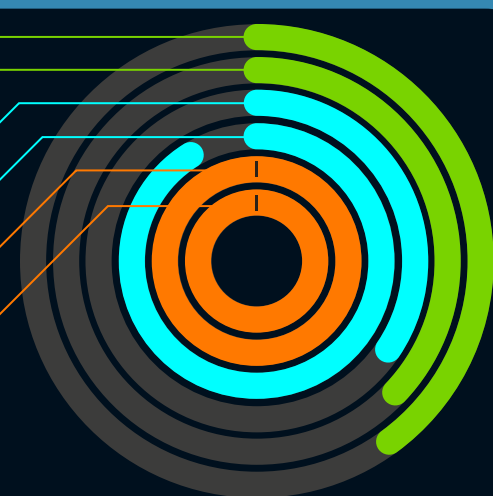
**40%** search visibility

**43%** inaccurate addresses

**91%** missing imagery/logos

**100%** missing business descriptions

**100%** listings unverified on GMB



Reputation Management ramped up the power of this brand's digital footprint by creating an accurate, consistent online presence that boosted brand awareness and drove store visits.

#### PRESENCE



**4223%**

increase in GMB views



#### BOOST



**4177%**

more visibility in search

#### NAVIGATION



**1140%**

more clicks to navigation

### BIG WINS

#### PHONE CALL ACTIONS



**2722%**

increase in clicks to call

#### WEBSITE



**2294%**

increase in clicks to site

#### REPUTATION MANAGEMENT



**73%**

boost in positive sentiment



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# Do your customers trust your business?



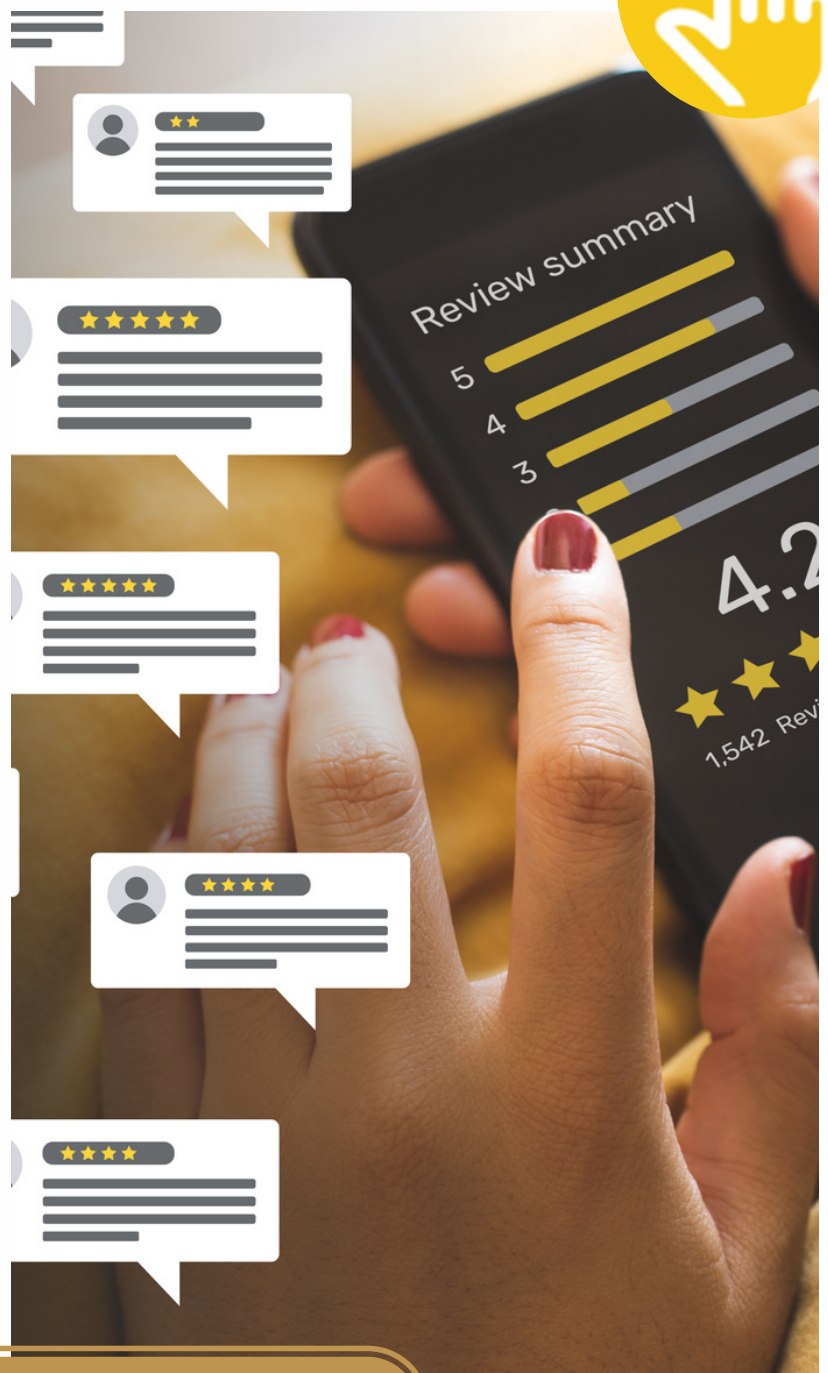
If you cannot answer “YES”, then you are effectively driving business to your competitors.

Our team uses industry best practices and current trends to guide you in finding the right digital marketing strategy for your business.

Take control of your online reputation, easily respond to reviews, and gain access to customer insights.

Show up where people are looking, see what is being said online, and engage in online conversations.

**SCHEDULE YOUR 20-MINUTE NO HASSLE CHAT WITH OUR TEAM TODAY AND FIND OUT HOW YOUR BUSINESS STACKS UP.. OR DON'T!**



» [SCHEDULE NOW](#)

# ABOUT



## *Cigar Box Marketing*

### **Who we are**

Cigar Box Marketing is your resource to ensuring a better customer experience. We work with cigar industry companies including retailers, lounges, accessories distributors (brick and mortar and eCommerce), cigar brand owners /manufacturer or a combination of all of the above.

We have a full team of digital marketing professionals who can help you reach new markets, gain greater lead conversion, retain loyal customers and let you focus on the things in your business that matter most.

Our simple proven strategy assesses your digital footprint, provides a custom plan to deliver on your priorities and allows you to fire up your brand.

Call us at 631-251-5990 or email us at [learnmore@cigarboxmarketing.com](mailto:learnmore@cigarboxmarketing.com).

It will be the best 20 minutes of knowledge you receive for free!

**SCHEDULE A CALL NOW**