Managing Your Museum’s Online Reputation

VisitNewEngland.com

Timeless Authentic Nearby

Jonathan Lhowe
Terra Marcarelli
EVERYONE and their dog has an opinion...

Thomas H. 3:45pm on February 7th, 2013
Just had the worst meal of my life at @Wilkinson'sRestaurant #sogross

Susan M. 11:02am on March 22nd, 2013
Best poutines ever at the Fry Shop! EVERYONE needs to try it!

Gunner 1:30am on May 4th, 2013
BACON!
...AND TODAY THEY'RE SHARING THEM ONLINE
but not just here anymore...
You’ve signed out of Twitter. Now go mobile.

...or here
THEY’RE SHARING THEM HERE and HERE and HERE:

- Yelp
- TripAdvisor
- Angie’s List
...and HERE
1.1+ BILLION users on Facebook
50+ MILLION unique users on TripAdvisor
33+ MILLION local reviews on Yelp
58 MILLION tweets sent per day
925k new Google + users every day
DID YOU KNOW

2/3 of people are more likely to buy from a store if they find positive comments about it online.

And 1/2 are less likely to buy if comments are negative.
DID YOU KNOW

2/3 of people are **more** likely to buy from a store if they find positive comments about it online.

And 1/2 are **less** likely to buy if comments are negative.

A 1 STAR improvement of a restaurant’s average Yelp score increases revenue by 5-9%.
the fact is, CONSUMERS control CONVERSATIONS
and users
TRUST
USER GENERATED
CONTENT
more than
TRADITIONAL
MEDIA
For a review like this:

Anne C.
Boston, MA
USA

11/18/2008

Outstanding customer service with zero regard for new loyal clients!
a business should know
WHERE IT CAME FROM
AND
HOW TO HANDLE IT
REPUTATION =

What you say about yourself
(Digital Footprint)

+ 

What others say about you
(Digital Shadow)
REPUTATION & PRESENCE

When many of your online profiles have user content, your reputation drives results.

The goal is to maximize visibility and reputation.

Scam

Winning!

Shame
HOW DO YOU DEVELOP A WINNING REPUTATION THAT’S BOTH POSITIVE AND VISIBLE?
FOCUS ON:
Listing & Visibility
Reviews & Mentions
Competition Monitoring
Social Marketing
1 Visibility
visibility
is about making sure your customers can find you
These four major data providers are trusted to provide accurate business listing information to hundreds of sites including:

- Search Engines
- Review Sites
- Social Sites
- GPS & Vehicle Navigation
- Online Directories
MAKE SURE YOU’RE LISTED where you need to be
and make sure those listings are accurate
### Search Engines
- Bing Local
- Google Maps
- Yahoo! Local

### Directories
- 411.com
- Al Dia
- BestLocalSearch
- Better Business Bureau
- Brownbook
- Chamber Of Commerce.com
- CitySquares
- DexKnows
- El Tiempo Latino
- Judy's Book
- La Voz
- Latinos.us
- Local.com
- LocalEdge
- LocalSolution.com
- LocalStack
- MakeItLocal.com
- Mapquest

### Review Sites
- Citysearch
- glassdoor.com
- indeed.com
- Kudzu
- Yelp

### Social Sites
- Facebook
- Foursquare
- Instagram
- LinkedIn
- Twitter
- Yellow Book
- Yellow Bot
- Yellow Pages
- showmeloocal
- Superpages
- Tupalo
- USCity
- Where To?
- Yalwa
There’s **nothing worse** than 4 different listings and wrong contact info

**Google**

Wilkinson’s Family Restaurant
2240 Wilson Blvd., Seattle, Washington, 41322

Wilkinson’s Family Restaurant
155 3rd Avenue South, Seattle, Washington, 41241

Wilkinson’s Family Restaurant
505 3rd Avenue, Seattle, Washington, 41972

Wilkinson’s Family Restaurant
it drives customers crazy
ACCURATE LISTINGS
make customers happy and google happy
The more consistent your listings, the higher up in google you’ll appear
2 Reviews & Mentions
online reviews are GOLD

COME IN AND TRY THE WORST MEATBALL SANDWICH THAT ONE GUY ON YELP EVER HAD IN HIS LIFE
Think of reviews as management tools.

Intelligence to run your business better.

Good Reviews
- Accolades
- Goal Setting

Bad Reviews
- Staff Training
- Policy Issues
Monitoring Reviews

If you see a bad review, respond with an apology, explanation, or incentive to win back the customer. If you see a good review, spread it around as much as possible.

90% of shoppers say that online customer reviews have a major influence on their decision to purchase.

In the last year, Yelp alone has had over 10 million new reviews added.
3 Steps to Review Success

1. Engage the reviewer
   Why engage?
   What would you do if someone was in your store reviewing it right now?

2. Think of reviews as management tools
   Good Reviews
   Accolades
   Goal setting
   
   Bad Reviews
   Staff training
   Policy issues

3. Harvest user-generated content
   Encourage customers to leave online reviews
   Publish review highlights in your marketing material
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>Customers who read consumer reviews to ensure they are purchasing the right product or service.</td>
</tr>
<tr>
<td>90%</td>
<td>US customers who say their buying decisions are influenced by online reviews.</td>
</tr>
<tr>
<td>183%</td>
<td>The amount of new business companies with positive reviews can convert when compared to companies with ZERO or negative reviews.</td>
</tr>
<tr>
<td>82%</td>
<td>Consumers who consider user generated reviews important or extremely important.</td>
</tr>
</tbody>
</table>
3 Monitoring the Competition
MONITOR THE COMPETITION
AND THEN OUTDO THEM

- Post more social updates than they do
- Aim for better reviews
- Compare placement in searches for different keywords and develop content around your weaker ranking terms
- Watch for their offers, then jump in at the right time
4 Social Marketing
it’s one thing to MONITOR your online reputation...

then you have to BUILD IT
Successful social marketing is about three things:

1. Building Fans
2. Generating Leads
3. Customer Service
there are
3 key ways
to build fans
1. POST INTERESTING AND RELEVANT CONTENT

...And remember to vary your posts

No one would watch a TV channel with 24/7 commercials, so why would they do that online? Throw in some entertainment.
Posting interesting & relevant content is key.

Throw in some entertainment!
2. CONNECT WITH INFLUENCERS

Turn potential customers and loyal fans into active Brand Ambassadors
3. CREATE COUPONS, DEALS, AND SOCIAL OFFERS
Social Media gives local businesses the revolutionary opportunity to connect with nearby customers who are ready and willing to purchase.
AND ONCE YOU’VE CONNECTED, YOU BETTER KEEP THEM HAPPY

Facebook, Twitter, etc. are incredible customer service tools to strengthen your reputation.
John Richardson
@johnisinthehouse

Terrible customer service @Wilkinson'sClothing. I am not impressed at all!!

Wilkinson's Clothing
@Wilkinson'sClothing

@johnisinthehouse Sorry to hear that, is there anything we can do to help?
SO WHAT’S THE RECAP?

1. Consumers control conversations
   Businesses brands are no longer exclusively what they say they are. Today, brands are largely defined by consumers.

2. Monitoring your reputation isn’t enough
   Businesses need to know what their customers are saying, as well as how to manage that info and build their reputation as well.

3. Social media isn’t just about followers and likes
   It can also be used to generate leads and conduct customer service in order to gain return on investment.
Contact Us

Jonathan Lhowe
Publisher
jonathan@visitnewengland.com

Terra Marcarelli
Sales
terra@visitnewengland.com

401-921-3000

VisitNewEngland.com
Timeless  Authentic  Nearby