

# WORD OF MOUTH MARKETING



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# How to Use Social Media to Amplify Word-of-Mouth Marketing



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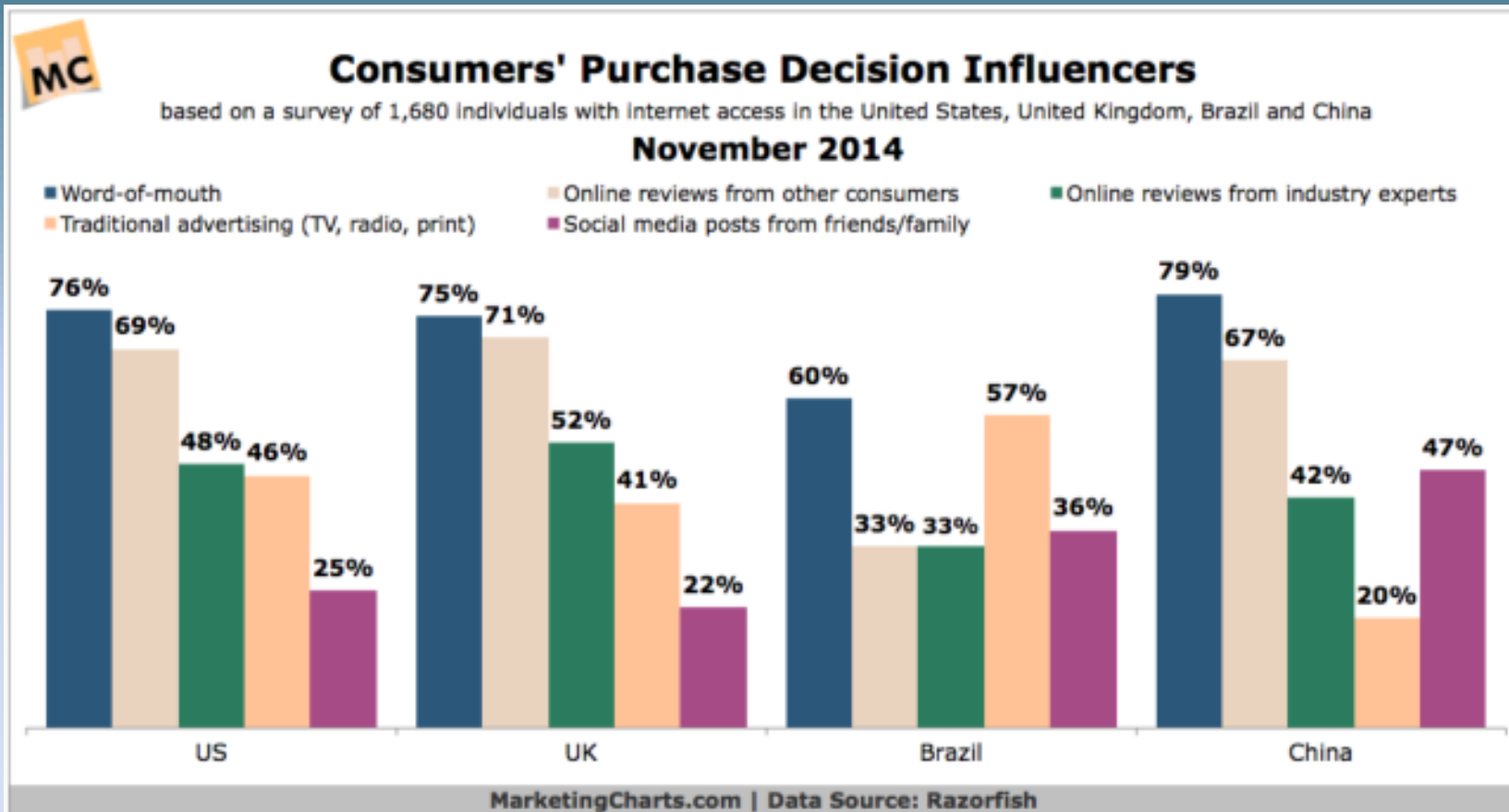


# AGENDA

- The Value of Word-of-Mouth Marketing
- Evolution of Word-of-Mouth Online
- New Online Platforms for Reviews
- How Online Reviews Impact Search Rankings
- How to Deal with Internet Trolls
- A 6-step process for Generating More Reviews
- What Review Sites are Most Important
- Case Studies
- Q & A



# Word-of-Mouth



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A photograph of four young adults (two men and two women) sitting in a row, leaning in and whispering to each other. They are all smiling and appear to be sharing a secret or interesting information. The woman on the far left has long dark hair and is wearing a blue top. The man next to her has dark hair and is wearing a pink shirt. The man next to him has brown hair and is wearing a light blue shirt. The woman on the far right has long blonde hair and is wearing a white shirt. The background is a bright, out-of-focus indoor setting with large windows.

WOM has been shown to  
improve marketing  
effectiveness by up to 54%.

Source: MarketShare





Researchers found a 10% increase of WOM translated into sales lifts between 0.2 – 1.5%.

Source: MarketShare / Keller Fay Group

A group of four young adults (two men and two women) are sitting in a row, leaning in and whispering to each other. They are all smiling and appear to be sharing a secret. The background is a bright, out-of-focus classroom or office setting with large windows.

84% of consumers reported  
always or sometimes taking  
action based on personal  
recommendations.

Source: MarketShare / Keller Fay Group



Amplify Word-of-Mouth  
and Reach More People.








# People Turn to Social Sites for Recommendations



feeling heartbroken



Yesterday at 9:58am · 

Not the news I was hoping to receive. Looks like I have a ton of stuff to figure out. **Anyone with recommendations on long term care facilities** please inbox me. Also anyone with advice on dealing with parental finances without the state taking all of it please inbox me. House is already a protected asset.



Like



Comment



Share



Buffer

9 people like this.

[View 29 more comments](#)




# People Turn to Social Sites for Recommendations







# People Turn to Social Sites for Recommendations



September 9 at 10:24am · 2

Who has a reliable contact for a drywall guy/general contractor for a small drywall/insulation job. Any help would be helpful. Not getting good responses from people we have reached out to.

Like


Comment

Share

Buffer

Ian Piercy and 5 others like this.

View 23 more comments



3 hrs · 2



If anyone needs side work done contact Gerald Rounds Jr. He is a life saver...2 days and the mess is cleaned up and I have a ceiling, again being reminded how nothing is level in this house though even the beams.... Now for the finishing touches (sanding, some touch ups on joint compound to hide screws/gaps, paint, molding...)



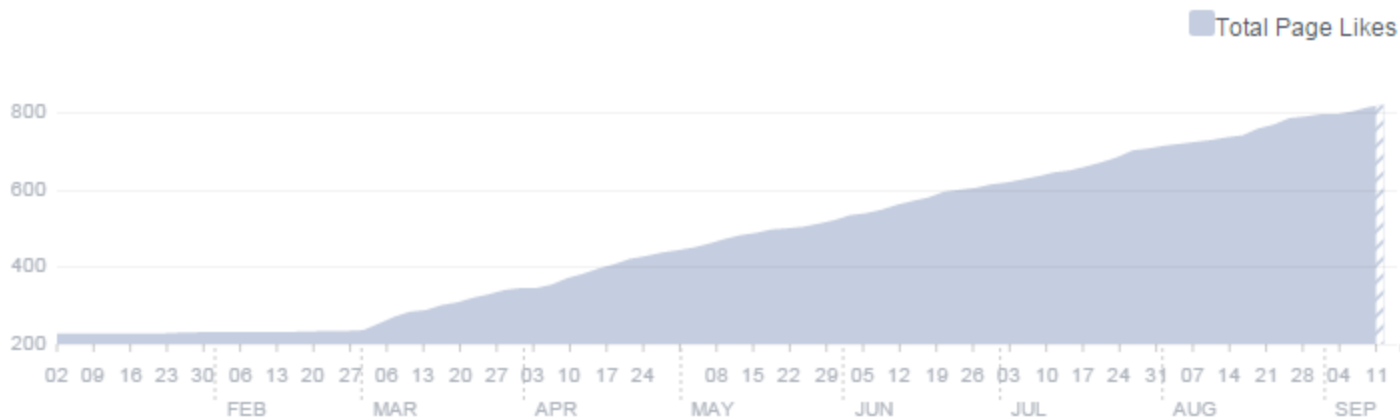
**You Need an Audience**





# SOCIAL MEDIA

Total Page Likes as of Today: 821



**BENCHMARK**  
Compare your average performance over time.

Total Page Likes

## Build Your Following




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# SOCIAL MEDIA

Share valuable content

**Step Out Buffalo**  
September 12 at 8:00am · 🌐





Rain, rain, go away. <http://goo.gl/KjYMut>



**8 Things to Do on a Rainy Day in WNY - Step Out Buffalo**

Although it would be convenient, if not perfect, if the skies were clear and blue all year long, sometimes, the world calls for rain. [read more](#)

STEPOUTBUFFALO.COM | BY ARIANNA LANG

 Like  Comment  Share  Buffer

64 people like this. Most Relevant ▾

38 shares



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# SOCIAL MEDIA



**Tandoori's**

Published by Tony Wiechec [?] · 22 hrs · 🌐

Don't forget....Free Appetizers make Monday a little more palatable!!!



Provide incentives  
to your followers



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# SOCIAL MEDIA

 **Tandooris**  
Published by Tony Wiechec [?] · September 9 at 10:35am · 🌐

Another satisfied Tandooris customer! Thanks Dotty!!

“Tandoori's has excellent food! Their staff is always friendly and very helpful with explaining their menu. We love coming here!”  
- Dotty M.



 **RPC Company**  
Published by Hootsuite [?] · August 28 at 11:20am · 🌐

It was so great working with you, Michael!

It was a great experience working with RPC I really appreciated all the great help I got from the great staff!  
- MICHAEL





## Mix in self-promotion




# SOCIAL MEDIA

David Searns, Jari Searns and 8 others like Insurance Relief.

 **Insurance Relief**  
Sponsored · 

Like Page

Seeking motivated, Life & Health licensed, manager for both a Northern & Southern CA corp.



**Now Hiring:**  
**Employee Benefits**  
**Account Managers**

**Needed Now In California**  
Put our connections to work for you. We're an experienced staffing firm specializing in the insurance industry.

INSURANCE-RELIEF.COM

Learn More

Like Comment Share Buffer

- 10 of my close friends “Like” this company. This builds trust.
- This is a targeted “ad” that keeps the company top-of-mind with the exact right target audience.



# SOCIAL MEDIA

- Average person on Facebook has 338 friends.
- 136 total shares/likes/comments.
- 45,968 impressions because of social interaction.

Suggested Post

**Personal Capital**  
Sponsored · 

Like Page

Are You Retirement Ready? Data Driven Retirement Planning. Manage & Forecast Your Savings.



**RETIREMENT PLANNER**

**PERSONAL CAPITAL**

**Introducing Retirement Planner**

The most sophisticated, realistic retirement planning calculator available from Personal Capital. Now you can build, manage and forecast your retirement plan in one convenient location. Free sign up.

[WWW.PERSONALCAPITAL.COM/](http://WWW.PERSONALCAPITAL.COM/)

Learn More

76 Likes 21 Comments 39 Shares

Like

Comment

Share

Buffer



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# Overlooked Social Networks







# There are Hundreds of Review Sites For Every Industry



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# There are Hundreds of Review Sites For Every Industry



142 million monthly visitors!

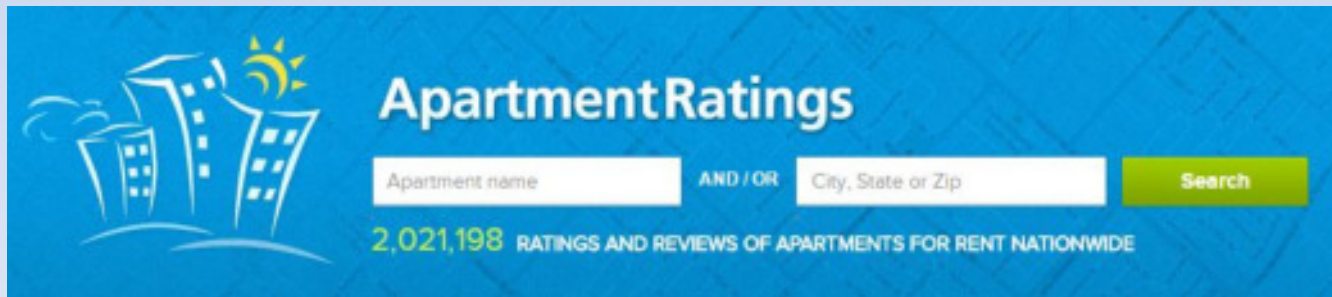


250 million reviews!

85% of user questions are answered by other users within 24 hours.



146,000 DAILY visitors.





# THE BOTTOM LINE

## Harvard Study Shows Reviews Matter...a LOT!

The study examines the impact on Yelp ratings on restaurant revenue. They found that a one-star increase in Yelp Ratings can lead to a 9% increase in revenue!

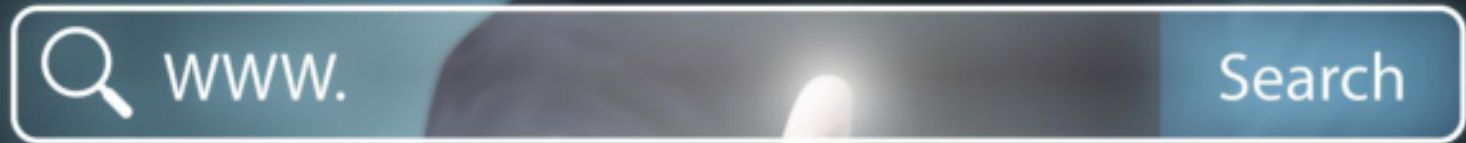
<http://www.hbs.edu/faculty/Pages/item.aspx?num=41233>



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# Reviews Impact Search Rankings





# TOP 50 SEARCH RANKING FACTORS

Diversity of third-party sites on which reviews are present

Quantity of Native Google Maps Reviews (w/text)

Volume of Testimonials in hReview / Schema.org

Product/Service Keywords in Reviews

Overall Velocity of Reviews (Native + Third-Party)

Quantity of Third-Party Traditional Reviews

Authority of third-party sites on which reviews are present

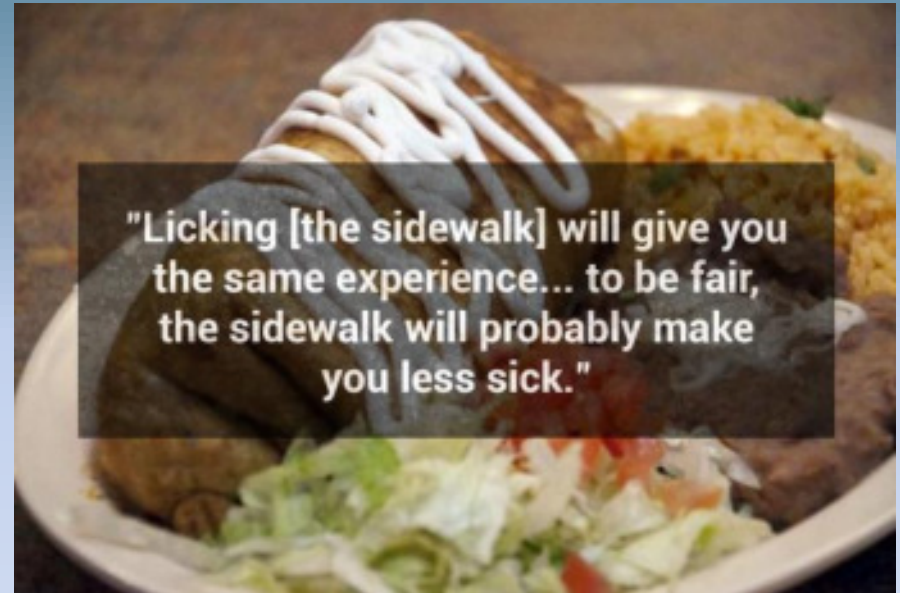
Quantity of Reviews by Authority Reviewers (e.g. Yelp Elite, Multiple Maps Reviewers, etc)



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# THE PROBLEM?



## Restaurants



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# THE PROBLEM?



cvbabygurl617

Boston, Massachusetts

Level 2 Contributor



4 reviews



25 helpful votes

*“Horrible hotel!!! Horrible Horrible Horrible....Stay Away If You Love Yourself”*

Reviewed January 4, 2009

The Absolute worst hotel in my history of hotel stays. I have stayed in many hotels, mainly Westins, Marriots, Sheratons, Hiltons, many like those. But this one takes the cake. The place advertised cheap, renovated rooms, private baths and so on. But they forget to mention they are filthy and grotesque!!! The place itself is located right next door to...

More ▾

**Liked** — The fact that we got out of there alive and w/o rat bites and any sort of disease!!!!

**Disliked** — Everything everything everything!!!!

Stayed July 2008, traveled with friends

Value  
Location  
Check in / front desk

Rooms  
Cleanliness  
Service  
Business service (e.g., internet access)

Was this review helpful? Yes 21

Report

Ask cvbabygurl617 about Hotel Carter

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

## Hotels



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# THE PROBLEM?



**Matthew C.**

Memphis, TN

0 friends

1 review



8/11/2014

I've never even stayed here, but read about all this on Reddit. Probably like many of you.

My rating's the same, though: Don't go here. Don't reward them for trying to keep human beings from voicing their discontent. Pretty disgusting that rather than try and better their service, this place tries to intimidate people to shut their mouths. Like the mob.

Congrats on your suicide, Union Street Guest House.

Was this review ...?



Useful



Funny



Cool

## Bed & Breakfasts



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# THE PROBLEM?

## Apartments & Rentals

Reviews

Details

Photos (0)

Map

11  
Reviews

5%  
% Recommended ⓘ

45%  
City Average ⓘ

Overall: ★★☆☆☆

Noise: ★★☆☆☆

Maintenance: ★★☆☆☆

Safety: ★★☆☆☆

Neighborhood: ★★☆☆☆

Grounds: ★★☆☆☆

Office Staff: ★★☆☆☆

Sort

Most Recent ▼

Write Review

★☆☆☆☆

05/07/15

Resident ⓘ

DO NOT RENT FROM Linden. I lived in a property owned by linden properties elsewhere. They are HORRIBLE. They never fix anything, they lie about everything, add fees here and there for no reason, they are rude, the landlord even hung... [Full Review ▶](#)

1

★☆☆☆☆

03/08/15

Resident ⓘ

Terrible. Ally linden properties. You pay big money and get told that this and that will be fixed and finished. Management nor lease direction keeps contact. I had no water pressure. Toilet pipe burst. My bathroom door would not shut because... [Full Review ▶](#)

1

★☆☆☆☆

03/06/15

Resident ⓘ

This complex has gotten progressively worse. No one responds to maintenance requests. You simply dial numbers and leave messages. No one return calls, or makes repairs, and in the unlikely event that they do, the workmanship is shoddy, and the workers... [Full Review ▶](#)

1



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# THE PROBLEM?

The screenshot shows the SeniorAdvisor.com website. At the top, there's a navigation bar with links for Assisted Living, Alzheimer's Care, Nursing Homes, In-Home Care, and More. A search bar is present with the text "Buffalo, NY" and a "Go!" button. Below the navigation bar, there's a large banner with the text "Over 91,041 Reviews" and "Find prices & ratings for senior communities". Below the banner, there's a section titled "Most Recent Reviews" with three review cards. Each card shows a star rating, the location, and a brief description of the review.

SeniorAdvisor.com®

Set a Location | 1-800-805-3621

Assisted Living Alzheimer's Care Nursing Homes In-Home Care More

Log In

Over 91,041 Reviews  
Find prices & ratings for senior communities

Buffalo, NY Go!

Most Recent Reviews

"Found a gem"  
★★★★☆ Posted about 16 hours ago  
Brookdale Grand Terrace - Grand Terrace, CA  
I moved my 97 yr. old Mother here after a tour of an apt. that was being all redone. She likes it there & the people are friendly. Her apt. a la... more

"Top Marks for A Caring Choice A.F.H. - Kirkland..."  
★★★★★ Posted about 17 hours ago  
A Caring Choice A.F.H. - Kirkland, WA  
Raluca and her staff at A Caring Choice did excellent work with my father. He received quality care and genuine affection from everyone in the hom... more

"Improvements"  
★★★★☆ Posted about 17 hours ago  
Emeritus at The Plaza - Las Vegas, NV  
They could serve healthier food to the residents. They could also have a larger staff to service during meal times. Just know that people that are ... more

Nursing Homes/Senior Living



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# INTERNET TROLLS



**SAY GOODBYE TO  
INTERNET TROLLS!**

It's time to take control of your online reputation and stop allowing Internet trolls to control your brand image.



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# INTERNET TROLLS

## Step 1: Listen

- Claim your pages and set up alerts.
- Create a Google Alert ([google.com/alerts](https://www.google.com/alerts)).
- Use a monitoring tool/service.
- Get in the habit of looking!



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# INTERNET TROLLS

## Step 2: Respond

- Don't be defensive.
- Say thank you (sometimes hard to do)!
- Address problem head-on.
- Outline how you have changed.
- Be sincere and honest.
- Take conversation offline.
- Avoid back and forth.



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# INTERNET TROLLS

## Step 3: Go on the Offensive

- Best defense is a good offense.
- A lot of positives drown out negatives.
- Offer incentives to your team.
- Showcase testimonials on your website too.



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**There is Technology to Help!**



# BARQAR REVIEW SYSTEM

BARQAR

Settings | Account | Reports | Help | Logout

Business Dashboard \* Customer Dashboard

### Customer Dashboard - Conlon's Bar & Grill

[import customers](#) [add customer](#) [add business](#)

Communication method: [Automatic](#) ?

NPS **88**

- ☐ Show all
- ☒ Positive feedback received (4-5 stars)
- ☐ Negative feedback received (1-3 stars)
- ☐ All feedbacks received (1-5 stars)
- ☐ Feedback requests sent (but not answered)
- ☐ Feedback requests not sent yet

[Advanced Search](#) 1 to 16 of 16

<input type="checkbox"/>	Name	Rating	Feedback	Score	Status	Show on Website
<input type="checkbox"/>	Erica Collins	★★★★★	Jul 16, 2015 My experience has been great!	10	new feedback	<a href="#">Yes</a> <a href="#">No</a>
<input type="checkbox"/>	John Riggan	★★★★★	Jul 26, 2015 Enjoy it every time I'm there.	10	new feedback	<a href="#">Yes</a> <a href="#">No</a>
<input type="checkbox"/>	Mike Lampi	★★★★★	Jul 26, 2015 my experience was great, they have great food and great people working there.	10	new feedback	<a href="#">Yes</a> <a href="#">No</a>
<input type="checkbox"/>	Paula Gallo	★★★★★	Jul 21, 2015 Food is great...great place to go with friends.	10	new feedback	<a href="#">Yes</a> <a href="#">No</a>
<input type="checkbox"/>	Steve Franklin	★★★★★	Jul 21, 2015 Great staff great food very nice place to go for	10	new feedback	<a href="#">Yes</a> <a href="#">No</a>

- Collect reviews on-site or send a follow-up email with additional offers.
- Protect against Internet Trolls.
- Improve search engine rankings.
- Showcase testimonials on your website.
- Drive more revenue.



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# STEP 1: SURVEY

Kiosk Mode: Unique URL loads Kiosk Mode.

iPad at Front Desk in Dentist Office asking customers for feedback right away.

Follow Up Email:

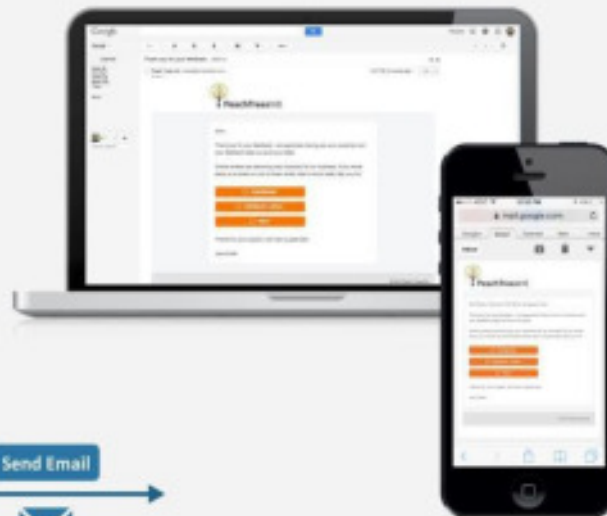
Customer gets email with Online Review Links after visit.

Kiosk returns to entry screen



Thank You

Send Email



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# STEP 2: QUALIFY

## Your Feedback

How likely is it that you would recommend our restaurant to a friend or colleague?


0 1 2 3 4 5 6 7 8 9 10

Not at all likely Neutral Very likely

How did you feel about your experience with us?

The food was amazing and the beer selection was top notch. Our waitress was very nice and service was wonderful. We would recommend Conlon's to everyone!

155 / 500 characters maximum

 SUBMIT FEEDBACK

By submitting this feedback you agree to our [feedback and review policy](#)








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# STEP 3: GOOD REVIEWS

**Thank You**

Thank you for your feedback. It is very important to us to hear your feedback and it allows us to serve you better.

	<a href="#">WRITE A REVIEW</a>
	<a href="#">WRITE A REVIEW</a>
	<a href="#">WRITE A REVIEW</a>
	<a href="#">WRITE A REVIEW</a>
	<a href="#">WRITE A REVIEW</a>

Have a great day!

Dan Conlon

Those that leave a good rating are encouraged to leave an online review at the review sites of choice. We integrate with over 50 of the top social review platforms.



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# STEP 4: BYE, BYE TROLLS

## Thank You

Thank you for your feedback.

Whenever we see feedback that is not outstanding, we like to follow up to see what we could have done better.

We will contact you to address the situation in any way we can.

Once again, thank you for taking the time to let us know how you feel, and I hope we can address this for you.

Sincerely,

Dan Conlon

What could we have done to make your experience better?

Write comments here...

0 / 500 characters maximum

 SUBMIT FEEDBACK

Those that leave a sub par rating are encouraged to leave feedback in a **PRIVATE** form.

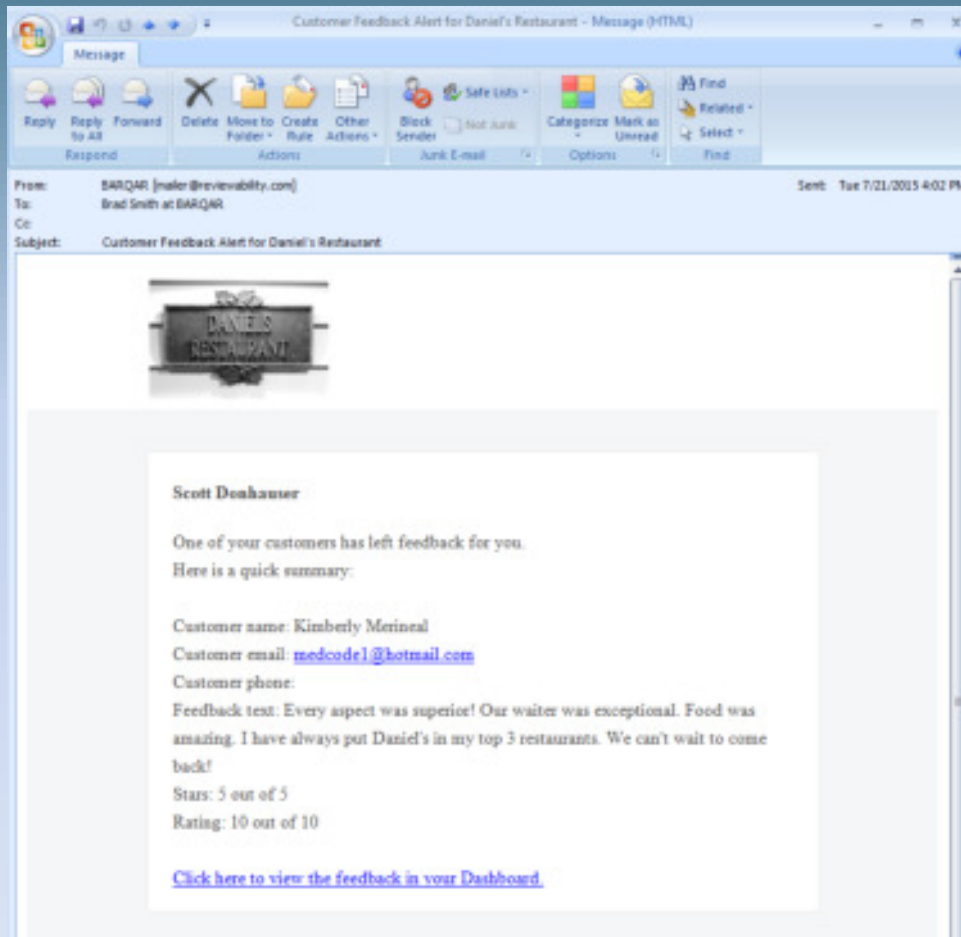
This protects against bad online reviews and allows you to identify areas of concern.



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# STEP 5: REAL-TIME FEEDBACK



You receive real-time email alerts with both positive and negative feedback.

You can use these alerts to thank happy patrons (and offer incentives to return) and also identify concerns with service that you may need to address.



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# STEP 6: REVIEW ALERTS

The system can notify you of both good and bad reviews on Yelp, Google, Facebook and more.

You can use these alerts to respond in a timely manner and show people you truly care.

Yelp Alert - New Reviews Detected Online - Message (HTML)

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

From: miker@reviewability.com  
To: Brad Smith at BARQAR  
Cc:  
Subject: Yelp Alert - New Reviews Detected Online

Sent: Wed 7/02/2015 9:00

We've detected new reviews about your business at the following site:

<http://www.yelp.com/biz/providence-social-buffalo>

Reviews detected: 40

Recent 5:

**Author:** Nathan P.  
**Rating:** 4.0 / 5

I came here last Friday with my girlfriend and she made a reservation for 7PM. We arrived 15 minutes early and were surprised to see the restaurant pretty much empty. The hostess promptly greeted us and asked if we'd like to wait at the bar or be seated immediately. We chose the latter and requested to sit outside on the patio. The patio is beautiful and I can not wait to come back on a different night with friends and chill there. Our server immediately came over asked if we had dined there before and we told her we had not. She briefly explained the menu and took our drink order; beer for me, wine for her. She returned very quickly with these and asked if we were ready to order. We needed a couple of minutes to decide and asked her opinions. I thought it was a nice touch that they bring over bread (flat bread sticks) with tomato pesto. We ordered 4 plates to share and told our waitress to bring them out whenever they were convenient for the cook as we did not mind what we ate first or last. First came out the French Onion Dumplings and the Beef on Weck Meatballs. The dumplings were very different/creative, and I really enjoyed them. The meatballs I was not a fan of, they kind of reminded me of swedish meatballs with caraway seeds blended in. Kind of an odd mixture and they weren't very juicy (my least favorite part of the meal). Next came out the Social Spouts and Lamb Sliders. The social sprouts were frigging amazing they were roasted with pancetta and mixed with apples and goat cheese, AWESOME combination. The lamb sliders were probably my favorite part of the meal. They were very basic; lamb patty with tzatziki sauce on a roll with tomato an pickle on the side. The lamb was juicy, tender and perfectly cooked and the tzatziki was the perfect compliment. I will definitely be back here again. The only reason that this place get 4 stars instead of 5 were the less than average meatballs. Our bill came to \$80 including tax and tip which is about average for the meal we had plus 2 drinks each. I can not wait to come back and try the rest of their menu and sit on their delightful patio!

**Author:** Marissa L.  
**Rating:** 5.0 / 5

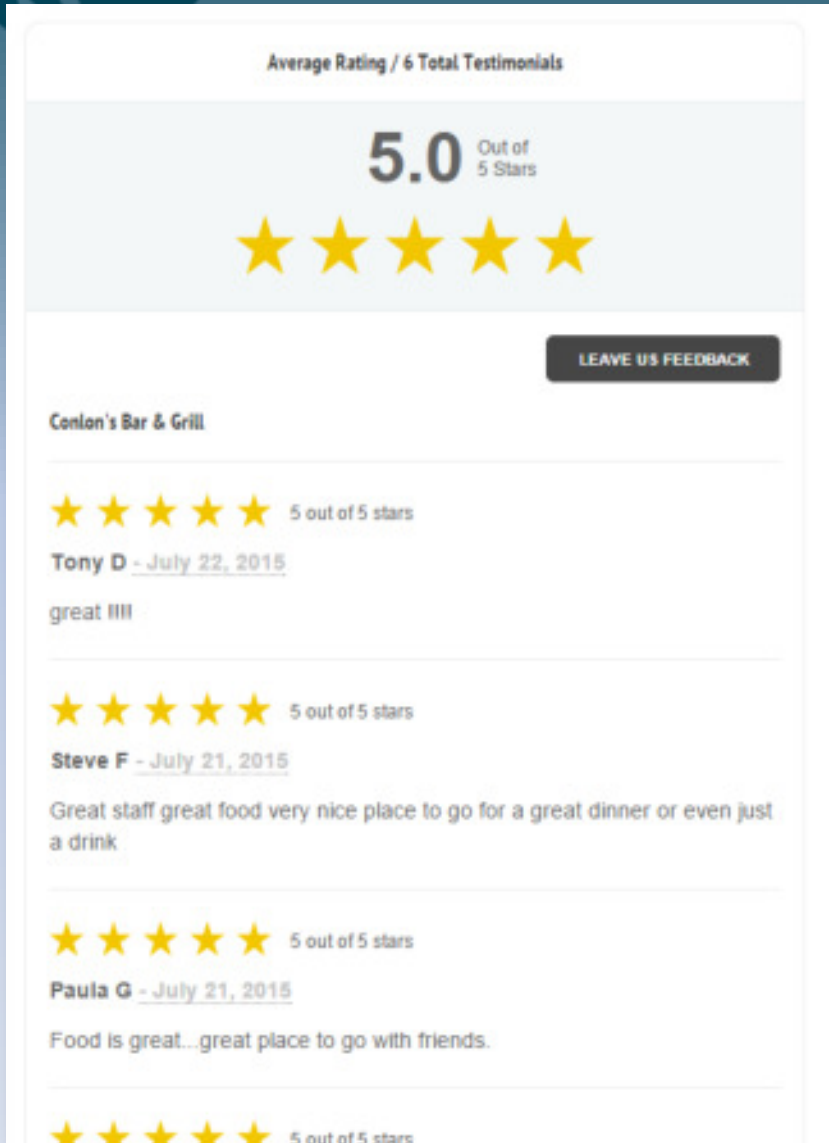
I've been here countless times, whether it be for brunch, happy hour or dinner. Everything is good. Cocktails are fun and



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# STEP 7: REVIEW WIDGET



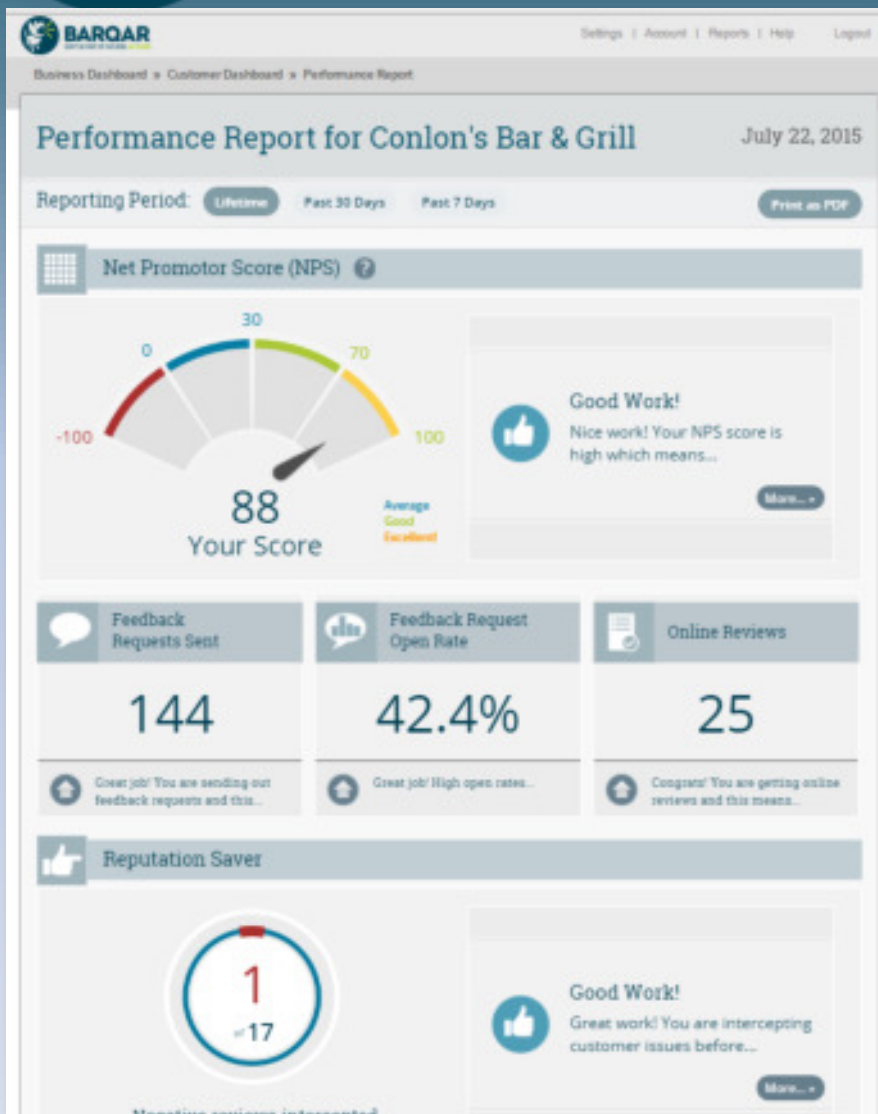
A website widget allows you to showcase your guests' great feedback about your food, service and atmosphere—helping to fill more seats consistently.



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# STEP 8: REPORTING



Get detailed reports on your status that show:

- Feedback requests
- Total online reviews
- Email open rates
- Negative reviews blocked



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# WHICH REVIEW SITES ARE RIGHT FOR YOUR BUSINESS?

There are hundreds of social review sites and networks for a wide range of industries. Here's a starting point for different industries:

INDUSTRY	MOST IMPORTANT REVIEW SITES
<b>Hospitality</b> (RESTAURANTS, HOTELS, ETC.)	Yelp, TripAdvisor, Zomato (formerly UrbanSpoon), OpenTable, Zagat, Menu Pages, FourSquare, Google+/Google+ Local, Facebook, BedandBreakfast.com, Judy's Book
<b>Contractors/Home Repair</b>	Google+/Google+ Local, Facebook, HomeAdvisor, Angie's List, Houzz, HomeStars, Judy's Book
<b>Local Businesses</b>	Google+/Google+ Local, Facebook, Better Business Bureau, City Search, Yelp, Judy's Book
<b>Retailers</b>	Amazon, Facebook, Google+/Google+ Local, Facebook, Judy's Book, Yelp, other retailer websites
<b>Healthcare</b>	Caring.com, HealthGrades, RateMDs.com, Vitals, ZocDoc, Google+/Google+ Local, Facebook
<b>Employment Branding</b> (LARGER EMPLOYERS OR STAFFING/RECRUITING FIRMS)	Glassdoor, Indeed, Facebook, Google+
<b>Automotive</b>	Cars.com, Carwise, DealerRating.com, Edmunds, Facebook, Google+, Yelp



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# CASE STUDY

## CASE STUDY



In only 3 months with BARQAR, Tandoori's has received **56 additional restaurant reviews**, including:

- Three 5-Star Reviews on TripAdvisor
- Two 5-Star Reviews on Yelp
- One 5-Star Review on Facebook



These, and the other above-average reviews led to Tandoori's improving their overall ranking on targeted major review sites:

- TripAdvisor – Went from the #11 ranked Williamsville, NY restaurant to #9!
- UrbanSpoon/Zomato – Had their overall approval rating rise to 77%!
- Google Reviews – Increased their overall star rating to 3.1!

*"BARQAR has allowed us to make sure that everything positive happening with our restaurant gets more exposure than the rare hiccup that happens and inevitably gets broadcast on Yelp."*

**–Ravi Sabwarhal, Owner Tandoori's**



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# CASE STUDY

## CASE STUDY



- 🐕 In less than 2 months, Mind Body Flow Yoga received 30 additional online reviews with an **average review score of 4.97!**
- 🐕 Not only was their yoga studio suddenly the darling of popular sites like Yelp & Facebook, but with the help of the BARQAR website widget, they were able to showcase **26 5-Star Reviews** on their website!

*"It has been a pleasure to see all the glowing reviews on Mind Body Flow Yoga through the Reputation Management service. Not only is it essential feedback to have as a business owner, but I have noticed an increase in telephone inquiries and new people walking through the door of my business since enrolling in the services.*

*I am grateful for the feedback and results that the Reputation Management service has provided."*

**–Marina Mukandala, Owner MindBodyFlow Yoga**



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# CASE STUDY

## CASE STUDY



HORIZON HOSPITALITY  
ASSOCIATES, INC

- Has received nearly **200 additional online reviews** with an average score of **4.19**.
- With **126 5-Star Reviews** showcased on their website, Horizon has been making a stronger and more effective impression on all the potential clients & customers visiting their website...not to mention the increased exposure, driven by these testimonials, on all major search engines!

*"The reputation management program has helped us bury an old negative review with some great positive testimonials and improve our online ratings. Gathering immediate feedback from people also has helped us identify areas in which we truly excel. The program has been great!"*

**—Scott Samuels, Owner Horizon Hospitality**



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## Upcoming Webinars & Recordings

### THE KEY TO WINNING CUSTOMERS ONLINE

How do people choose one business over another? We'll look at the science behind this and outline how you can get more people to choose YOUR business.

DATE AND TIME:

Wed, July 20, 2016

2:00 PM – 3:00 PM EDT

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# QUESTIONS?



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