



### CONTENT & EXPERIENCE

Generating online content keeps a customer educated about new products and sales



### LISTINGS

Accurate business information is a must for getting found online.



### REVIEWS

Business reviews allow happy customers to do the talking and help increase trust and boost sales.



### ADVERTISING

Digital ads drive traffic, grow ROI, target the right customers, and measure performance.

# The **7** Fundamentals of Reputation Marketing

*82% of consumers read online reviews prior to buying*

*90% of consumers used the internet to find a local business in the last year*

*40% of users follow their favorite brands on social media*

(Source: <https://www.brightlocal.com/research/local-consumer-review-survey/>)



### SOCIAL

Be present, approachable, and friendly on social.



### WEBSITE

Make the website mobile friendly, and to load quickly. 40% of consumers will wait no longer the three seconds for a business website to load before leaving



### SEO

Appearing at the top results of Google, a business is more likely to prove its relevance and build trust and credibility for their brand.