Managing Your Reputation Online

The new NORM - New Online Reputation Management

To understand and use this system there are five phases:

1. Phase 1 Concepts, what to know and do about your online reputation
2. Phase 2 NORM Set-up various configuration options
3. Phase 3 NORM Implementation –obtaining reviews and sharing online
4. Phase 4 NORM Monitoring – analyze use and track results
5. Phase 5 Declaring victory! How to Define and Measure Success
6. Appendix
   a. Sample templates

Contents

Phase 5 Declare Victory – 10 Ways to Measure Success

How to Define and Measure Success
with New Online Reputation Management

1. More Reviews
2. High Quality Reviews
3. Regular Reviews
4. Reviews Balanced Across Multiple Sites
5. New Clients – Who have read your online reviews and originate from online sources
6. Google …
   a. Page 1
   b. Inside the 3 Pack
   c. Star Rating
   d. Google Videos
   e. Higher rankings vs similar local firms
7. More Social Media Activity – Automatic Updates Using Review Integration
8. More New Contacts and a Higher Conversion Rate
9. Positive Trends for Reviews Month and YTD, This Year vs Last Year

10. Other…_____

Client Reviews are mini 'stories' that are compelling and that once read will be remembered by others. This type of advertising and marketing can't be bought, rather, it is earned thru all of your firms' good work. You are simply facilitating the process of getting the word out. Online Client Reviews are the new modern form of Word of Mouth marketing. They generate new ideal clients because they originate from the best source possible, your most satisfied clients.

To your success.

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Appendix: (Contact Premier)