



LISTINGS

Accurate business information is a must for getting found online.



CONTENT & EXPERIENCE

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



REVIEWS

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

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/>)



ADVERTISING

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



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.