



Online Reputation Management for the Hospitality Industry

Presented By David Mitroff, Ph.D.

What we Will Cover

- ❑ 4 Pillars of Reputation Management
- ❑ Branding and Assessing Your Current Online Presence
- ❑ Creating Content and Distributing Press Releases
- ❑ Review Sites including Yelp
- ❑ Managing Issues and Response Charts
- ❑ What is your current Reputation / Reputation Management
- ❑ Responding to Issues
- ❑ Next Steps

4 Pillars of Reputation Management

**Assess – Identify – Build –
Monitor**

I. Assess Your Online Reputation

- Start with simple searches
 - Your name
 - Company Name
 - Brand
 - Product
 - High Profile Employees
 - Handles and Usernames
- Record results and determine if there are any problems

2. Identify Potential Problems

- If search results are not about you and your company
- Results are not relevant or positive to your business needs
- Negative comments and responses
- Bad news coverage or false information

3. Build Your Reputation

- Protect your name
 - Register your username and purchase all relevant domains as well as register on social networking sites
- Set Privacy Settings
 - You can control whether your social network pages appear in search and what is on your page

4. Monitoring Your Reputation

- Google Alerts to track results, news, blogs, video and groups
- Twitter Search—makes it easy to search twitter for any mentions of a particular keyword phrase
- Stay connected to coworkers, clients, business partners, etc. on networking sites.
- Be accessible via email and social media
- Respond to criticism

What Should I Monitor?

1. Your Brand. Think about all its possible spellings/configurations.
For example: Far and Away Bicycles, Far&Away, Bicycles, Bikes, etc.

2. Your competitors. Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the pizzeria down the street tweet daily?
Do the other consultants in your area of expertise have LinkedIn profiles?

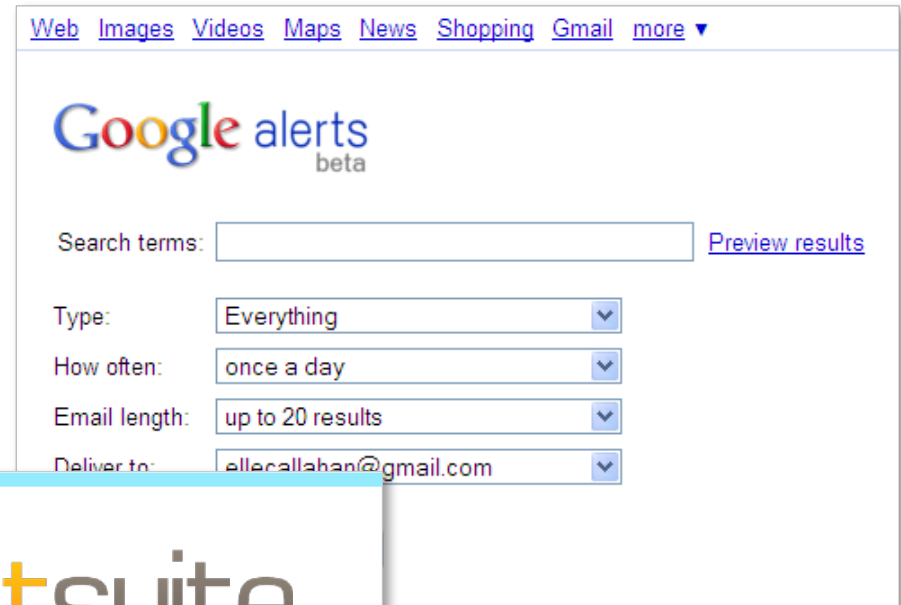
3. Categories, topics, and keywords of your business.
For example: Pets, Dog Day Care, Cat, Dog, Pet-sitting, Animals, Rescue, etc.

4. The experts and influencers in your business.

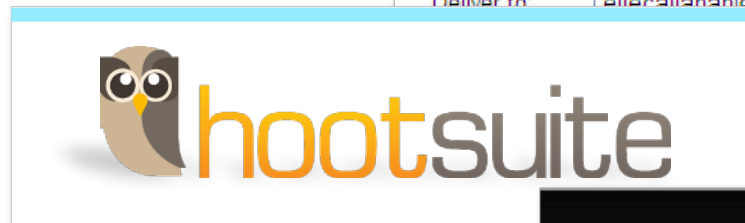
Popular Tools Used to Monitor, Manage, and for Content Ideas

Popular time management and monitoring tools include:

- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail



A screenshot of the Google Alerts beta web interface. At the top, there are navigation links: Web, Images, Videos, Maps, News, Shopping, Gmail, and more. The main heading is "Google alerts" with "beta" underneath. Below this is a "Search terms:" input field followed by a "Preview results" link. Further down are four dropdown menus: "Type:" set to "Everything", "How often:" set to "once a day", "Email length:" set to "up to 20 results", and "Deliver to:" set to "ellecallahan@gmail.com".



Branding & Assessing Your Current Online Presence

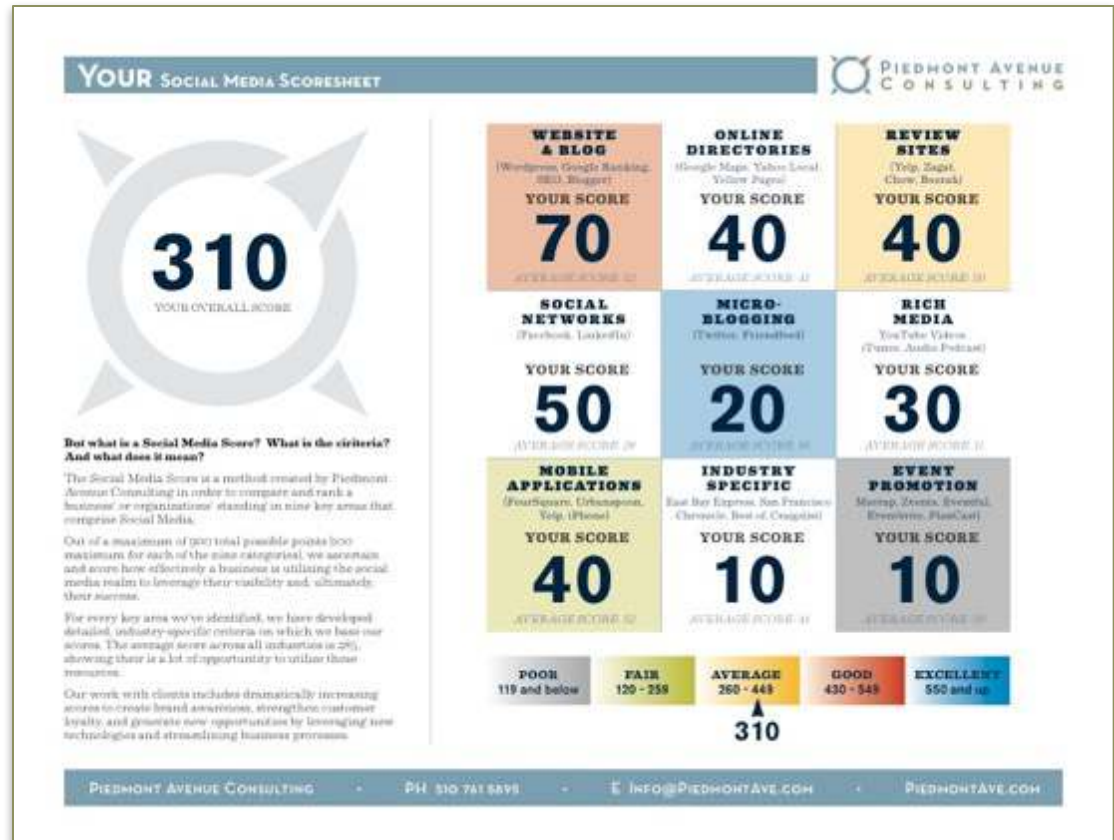
Social Media Ecosystem – 9 Key Areas

Tracking & Analysis

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance

9 Key Areas of Social Media

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion



Social Media Opportunities and Issues:

- ☐ Member Retention Programs
- ☐ Establishing trust & authenticity
- ☐ Increased referrals
- ☐ “Word of Mouth” advertising
- ☐ Testimonials from satisfied customers
- ☐ Immediate Feedback about products and services
- ☐ Promotion to a larger audience
- ☐ Market research

Social Media Success for Business and Organizations

- Test to learn what works!
 - Set up specific engagement campaigns to track social media programs that drive to your website (Google analytics)
 - How many have read your blog?
 - Watch how many are clicking on the social media icons in your own emails.
 - Encourage and track how many people are joining your list from social media.
 - Monitor Twitter for mentions and retweets; reward those influencers.



ExactTarget, "Subscribers, Fans and Followers: The collaborative Future."
September 8, 2010



Content – What to Write?



**Event
Invites**



**Download
E-Book**



**support
a cause**



hints + tips

What should I write about?

- **what you know that they don't**
- **what you have access to that they don't**
- **“original” isn't required... just be interesting and relevant**

- focus on a vertical or a project
- write articles or find related resources on a single subject
- come up with a weekly or monthly theme
- Keep it short
- Pictures are key, but keep them small
- Videos get clicked

What should I write about?

- write down 3 things that you know that “they” don’t
- write down 3 things that you have access to that they don’t
- write down the top 3 questions you get from your audiences

this is your starter content!

Repurpose and Reuse ALL Content

Your audience will appreciate you repeating yourself!

Why? How many people open EVERY email, read EVERY tweet, facebook posts etc...

No one!

The goal is to provide people with the information they need where and when they want it.



Press Releases

How To Write a Press Release

1. Grab attention with a good headline. Your headline should be as engaging as it is accurate.
2. Get right to the point in the first paragraph. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.
3. Include hard numbers. If you're claiming a trend, you need proof to back it up. Quantify your argument and it will become much more compelling.
4. Include quotes whenever possible.
5. Include your contact information.
6. One page is best -- and two is the maximum.

Getting Attention

RULE #1: Use the press release as a sales tool. The idea is to communicate a message to customers and prospects, through the vehicle of a print or online article, hopefully adding the authority and credibility of the publication, website and/or reporter to the message.

RULE #2: Have a newsworthy story. To get your message communicated through the publication, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication.

RULE #3: Write it like a reporter would write it. If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article. No biz blab!

RULE #4: Provide some good quotes. Even if your CEO is a complete idiot, don't make him sound like one by providing a quote that's a series of business clichés. Have him say something memorable and personal, if possible.

RULE #5: Contact your top outlets personally. In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat.

Review Sites

@DavidMitroff

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Review Sites

Is your business listed on review sites?

- ☐ considered reliable and a go-to for finding business/services
- ☐ listing with correct and current business information
- ☐ photos
- ☐ directions
- ☐ business hours
- ☐ other information



* if you're not listed, someone else is!

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Google Reviews

The screenshot displays the Google+ Local web interface. At the top, the 'Google+ Local' logo is on the left, and 'Sign in or Join Google+' is on the right. Below this is a dark blue navigation bar with links: Home, Profile, Circles, Communities, Photos, Events, Hangouts, Mobile, and Local. The main content area features a large background image of a gourmet dish. Overlaid on the left is a white box with the text 'Google+ Local' and 'See Zagat scores and reviews from people you know', along with 'Discover places' and 'Watch video' buttons. At the bottom, three service highlights are presented with icons and text:

- See Zagat scores and reviews from friends**
Discover great places with reviews and photos from people in your circles. Just add the people you trust to get their recommendations in Google+, Search, and Maps.
- Decide with Zagat**
Make smart decisions with Zagat. Summaries of user reviews and an expressive scoring system help you evaluate Food, Service, Decor and Price before you make your choice.
- Review your favorite places**
Love the food but hate the service? Know a dish you have to try? Google+ Local makes it easy to share your opinions and photos as expressively as you can in real life.

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Yelp's rating system works!

“Yelp ratings affect both customer flows and the probability of booking a reservation”



An **extra half-star rating** causes restaurants to sell out **19% points more frequently** (from 30% to 49% of the time), and up to 27% more frequently when alternate information is more scarce.

- ➔ Yelp is a great source of info when researching a business you're unfamiliar with!
- ➔ For business, the best strategy to build a strong reputation and take advantage of a great rating stars in the offline world with great customer service, allowing reviews to build on Yelp organically.

Yelp - Negative Review or Trends

Lots of negative reviews tell you what to avoid. However, a few negative reviews or fake looking reviews tell you the business or reviewer was just having a bad day or life...



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Yelp - Read Between the Lines



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7

Boris b.
Walnut Creek, CA

★★★★★ 3/30/2012

Wow, this is the best New York pizza I have had in years. The crust and sauce were perfect. I tried to eat 1 slice but it was impossible. If you like New York neapolitan definitely give it a try!

Was this review ...? [Useful](#) [Funny](#) [Cool](#)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

[Add owner comment](#)



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Bryan H.
Walnut Creek, CA

★☆☆☆☆ 3/23/2012

cardboard. you know what i mean. really surprised at the reviews here.

Was this review ...? [Useful](#) [Funny](#) [Cool](#)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

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Panayota S.
Walnut Creek, CA

★★★★★ 3/19/2012

I cannot wait to come back here again! The pizza is excellent! My Mom and I had the "Julie" pizza which has roasted mushrooms, spinach, fontina, ricotta and parmesan cheese...yummy! My sons had the small pepperoni and Kalamata olive, which they gobbled up! My 5 year old son broke his record and had FOUR slices! The ingredients are very fresh and the pizzas taste very homemade. I would definitely recommend Pancoast pizza to those who are looking for that East Coast pizza!

Yelp - We have made changes!



Maureen H.
Gilroy, CA

14
38



5/14/2010



1 Check-in Here

Eh. They have nice yarn and everything but it's not much of a destination. They have a table but it's not the kind of place that's warm and inviting and makes you want to settle in and knit. The staff seems friendly enough but they were discussing politics the whole time I was browsing patterns and accessories which made it even LESS warm and inviting. Basically, if I lived in WC I would go here for specialty yarn but not for window shopping or a knitalong. I would have bought a knitting tote if they had a nice one but there wasn't a good selection.

Was this review ...?

Useful

(1)

Funny

Cool



Bookmark



Send to a Friend



Link to This Review

Comment from Jeanine J. of Fashionknit 7/18/2012 « Hide



Since this review we have re-arranged our entire store, added a couch and now have two areas to big areas to relax in. We offer many fun classes and knit nights that are very well attended. We hope to see you at the next one. Check out our Website for upcoming events. Thanks!

Yelp - Thanks! For the Great Review!

★★★★☆ 6/24/2012

My daughter wanted to try her hand at crochet, so we yelped yarn stores and found fashion knits. After reading the reviews I was reluctant to go, but was lazy and didn't want to drive too far. So we stopped in. I was so glad we did. The owner immediately scooped up her cute Yorkies and put them away in their corral. The store was very clean and did not smell of dogs, there are no products on the floor. The owner was very nice and helpful. The selection was very good.

Lisa

I will go back, so glad I didn't listen to the negative reviews.

Was this review ...? Useful ✓ (4) Funny ✓ Cool ✓

 [Bookmark](#)  [Send to a Friend](#)  [Link to This Review](#)

Comment from Jeanine J. of Fashionknit 7/18/2012 [« Hide](#)



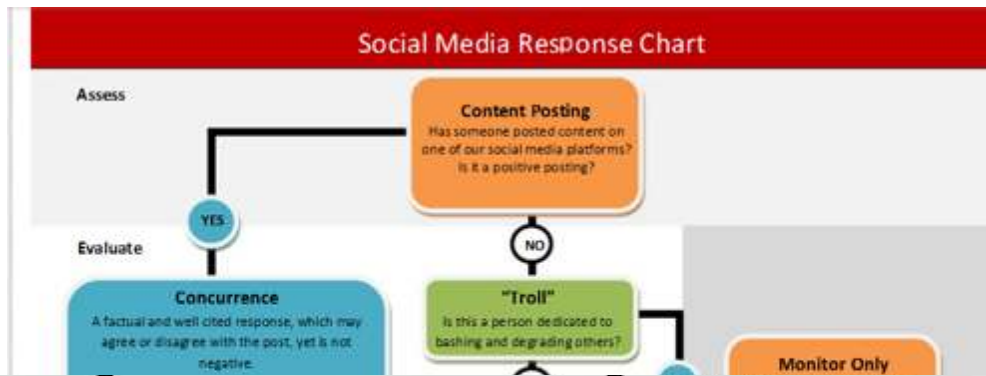
Thanks for the great review! We agree.. we invite everyone to stop in and check out the store, learn how to knit, take a class with others, get new products or just to enjoy some tea and say hello! We pride ourselves on having a well organized, inviting and clean store. We have the best products, tons of parking and lots of classes for everyone to enjoy. Check out our upcoming classes or events on our website at <http://FashionKnit.net>. Thanks!

@DavidMitroff

Responding to Issues

Response Charts and Key Objectives

Social Media Response Charts



Social Media Response Considerations

Transparency

Disclose USCCB connection (if not evident).

Sourcing

Cite sources when necessary.

Timeliness

Don't rush responses, but respond within a reasonable amount of time.

Tone

Respond in a tone that reflects USCCB's values/message.

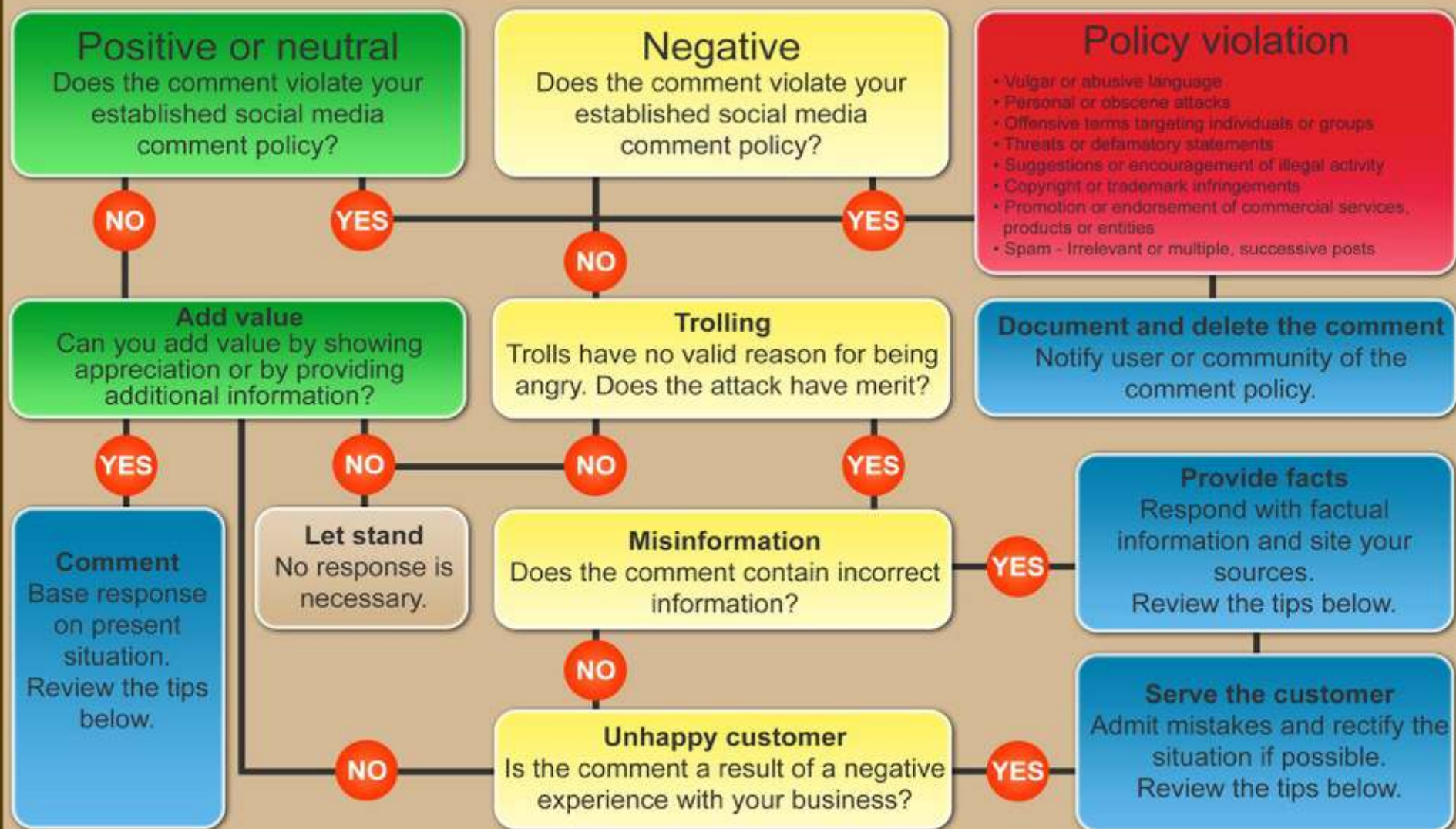
Influence

Focus on using the most influential sites related to USCCB.

Adapted from Ohio State University Medical Center and United States Air Force Social Media Response Charts



Social Media Response Flowchart and Tips



Be positive

Respond in a friendly, upbeat, yet professional tone. Correct mistakes politely. Do not argue, insult or blame others.

Be transparent

State your name and position with the business. This is your chance to personalize and humanize your business.

Be honest

Own up to problems and mistakes. Inform customers when and how you will improve the situation.

Be timely

Response times should be no longer than 24 hours.

Be helpful

Point users to valuable information on your website or other approved websites. Follow up with users when new information is available.

When Responding:

- Be positive. Respond in a friendly, upbeat, yet professional tone. Correct mistakes politely. Do not argue, insult or blame others.
- Be transparent. State your name and position with the business. This is your chance to personalize and humanize your business.
- Be honest. Own up to problems and mistakes. Inform customers when and how you will improve the situation.
- Be timely. Response times should be no longer than 24 hours.
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Next Steps

