



Maximizing Your Online Reputation Increases Business

Your potential customers are online right now, researching your company and deciding whether to spend their money with you or with your competitors.

Do you know where they're looking, or what they're finding?

Are you taking proactive steps to ensure that prospects come away with a positive impression of your business when they're done surfing?

Your online reputation matters, now more than ever. **Cogent New Media** will lead you through the complex and ever-changing waters of online review sites and social networks, translating industry jargon into business terms. We'll create and manage your profiles in the right locations, and work with you and your customers to get your success stories out there for all to see.

Cogent New Media combines the latest in social media expertise, cutting-edge web 2.0 technology skills, and a decade of business management and marketing experience.

We maximize your online reputation so you can focus on what you do best – building and managing your business.

According to sources like **Nielsen International**, **eConsultancy**, and **eMarketer**, consumers trust online reviews and recommendations in social networks far more than company advertising:

- More than 50% of consumers now use the Internet to check reviews before leaving home to buy a product or consume a service, up 84% from last year
- 3 out of every 4 consumers report being influenced by online recommendations when making a buying decision – from friends (90% trust) and even unknown users (70% trust)

That means that positive endorsements at sites like **Yelp** (a social website devoted to customer reviews of products and services, with 31 million visitors last month), and personal support in social networks like **Facebook** (400 million members strong) can drive customers directly to your door – for many businesses, an increase of 50% or more.

But potential customers aren't interested in taking a risk on a business with a negative reputation (or no reputation at all), when there are competitors with strong support from other consumers like themselves. That's why it's so important that you act now to create a dynamic online presence that reflects your true standing in the community.

In fact, a recent New York Times article declared that Yelp has "the power to make or break" your business.

We employ a three-pronged approach to ensure that your online reputation contributes to growth for your business: managing your profile at online review sites, creating and enhancing your presence in social networks, and encouraging your clients to generate positive activity online for others to see:

Managing Online Social Review Sites

We locate, create, and manage your profiles at the most popular online review sites, including sites targeted specifically to your industry.



We also use the business-only tools offered by these review sites to ensure that you're doing all you can to build your online reputation.

- Thanking customers for positive reviews
- Responding appropriately to attempt to resolve negative reviews
- Posting coupons and other promotions



Using social review sites to their fullest potential is critical for gaining new customers.

Getting the Most Out of Social Networks

We create and enhance your corporate presence in the appropriate social networks (Facebook, Twitter, LinkedIn, etc) in order to engage these networks without excessive self-promotion.



- Let customers know about happenings in your community, your industry, and at your company
- Announce upcoming events and post pictures or video afterwards
- Post special deals and solicit ideas for new products and services

By developing deeper relationships with customers, you encourage them to turn to you for additional purchases, and to recommend your business to their friends.

Encouraging Clients to Generate Activity

Getting your customers to go online and write an honest review of your service is the key to making new media work for you. To make it simple for them, your customized instruction card from Cogent New Media includes:

- A quick link for joining Facebook and other social networks
- Clear instructions for posting reviews at Yelp and other social review sites
- Often, a coupon or other incentive attached



Just hand out your customized instruction card when customers do business with you, or email it directly to their inboxes when possible.

With your profiles created, social networks built, and customers engaged, you're well on your way to enhancing your success – but getting established is only the beginning. **Like other living things, your online reputation requires constant attention or it will suffer.** Cogent New Media takes care of all the details, freeing you to grow your business:

- Monitoring activity on your review sites / social networks and letting you know if anything requires immediate attention
- Operating the latest technology on your behalf, so you don't have any learning curve
- Reporting back regularly with straightforward conclusions and recommendations

To begin maximizing your online reputation for as little as \$500, contact:

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