



# Review Generation Suite

Get more reviews, get more customers.



## Be Found and Be Chosen Online

We present a **one-stop solution** for your business to be found and chosen online. We build for you a **Google My Business** listing, a **Facebook** account with Facebook advertising included and a **Reputation Manager** account allowing you to manage reviews, listings, social media and appear wherever your customers are searching for your services.

Great value and a flat annual charge provides amazing performance with no peers at this price.

### Reviews Suite

\$495 once off  
\$295/Annum\*

## Why do customer reviews matter so much?

Most people now search online when looking for a business, whether it be looking for a plumber to fix their pipes, or for affordable takeaway. The first battle for a small business is to come up wherever those searches may happen, Google, Facebook etc. Our **Review Generation Suite** provides optimised listings so that you will come up when customers look for you. The second battle is to be chosen before your competitors.

**90% of customers** online choose a business based on their reviews. To be chosen online you need to have a structured presence on Google, a Facebook page and current positive reviews. If your business doesn't fall into that category, there's a good chance that you're losing potential customers to your competitors.

### Get more reviews on the top review sites.

Generate reviews on the sites that consumers rely on to make their buying decisions. Send customised requests to your customers and suggest up to three sites.



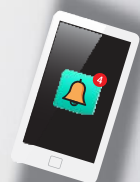
### Keep bad reviews out of the spotlight.

Don't let negative reviews about your business harm your reputation. Gather harsh feedback through a private form so you can provide great customer service online to keep your reputation clear.



### See what your customers are saying.

Never miss a new review or mention again. Get alerted the moment a new review is discovered, and monitor reviews from the top review sites in one simple dashboard.



### Push your listings up the rankings.

Regular positive reviews will help push your business up the rankings on all platforms. Google and Facebook are promoting businesses with good reviews and this will help your business climb to the top spot.



## REPUTATION MANAGEMENT

\* Annual Service Contract \$295 inc gst or \$29/month minimum 12 months. Full cost \$790 inc gst.



## Review Generation Suite

## Choose from two different strategies for Review Publishing

### Quick Results

Generate reviews on up to three preferred review sites.

1. Send your customer a customisable email that asks them if they'd refer your business to a friend.
2. Your customer either clicks **Yes** or **No**.
  - If they click **Yes**, that happy customer is taken to a Google or Facebook to leave a review.
  - If they click **No**, that unhappy customer is taken to a private feedback form to provide feedback directly to you and not online. This allows you to improve your customer service without damaging your reputation..

### More Control

Send a highly personalised email to a customer asking for a review.

1. Write a personalised message with a button asking the customer to leave a review for your business. This method takes more time but allows you a more tailored and controlled approach.
2. Your customer clicks the button to **Leave a Review**.
3. Your customer leaves a review and you are notified.

### Reviews Suite

With the dLook Review Generation Suite, you can **easily create and manage Reviews, Google and Facebook submissions and as many listings and entries** across the web you may want to build. Save many hours per annum. The tool includes:

- Google My Business website, Facebook page, Reputation Manager including Google Insights access, Listing Sync and dLook Directory submission.
- A single dashboard through which you can manage all your online activities.
- Monthly and Weekly reports to allow you to check your Return on Investment.
- Social Monitoring and Posting capabilities to keep you in the discussion online.
- Competitor tracking so you can watch as you outgrow them.
- Ability to sync with dLook Anchor Site and other dLook products to build out your digital presence.
- Options for Do It for Me solutions if you are time poor.

**new**

**Google My Business**

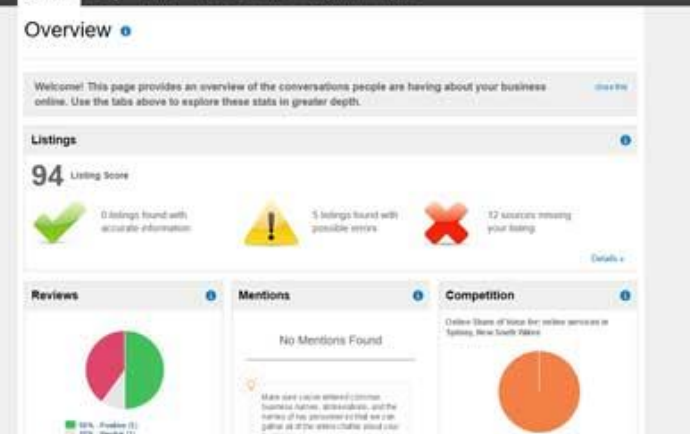
We have bridged integration with businesses to reviews.

**new**

**Facebook Social**

We have linked to Facebook to introduce our latest integration with your Facebook business page, allowing local businesses to effectively manage social posts and reviews.

**Manage Facebook listings from one place**  
44% of local businesses said they depend on social media to generate brand awareness, and 41% depend on it to drive revenue.



**ONLINE REPUTATION TODAY**

Your reputation is what you say about yourself and what others say about you. Everyday, customers are searching or talking about your business on websites like Facebook, Google, Bing, Yelp, TripAdvisor, blogs and elsewhere, and this chatter has a direct impact on your revenue — it's time you joined the conversation.

dLook Reputation Manager gives you control over your online presence by helping you correct online listings, deal with mentions, respond to reviews, benchmark yourself against competitors and more.

**90%**  
of customers say buying decisions are influenced by online reviews.

**dlook** REPUTATION MANAGER

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