

KEY TAKEAWAYS



FACTS



- ▶ Over 80% of consumers conduct research online prior to purchasing.
- ▶ Internet access in the U.S. and Canada is approximately 90%.

ACTIONS



- ▶ Identify where consumers are finding your business online (Facebook, Twitter, Instagram, company website, blog, search engines, links, etc).
- ▶ Ensure that all information about your business is current and correct.

TOOLS



- ▶ Yext.com
- ▶ Google Alerts

Your customers are online, searching for businesses like yours.

Your website is your online identity...
bottom line: Keep it updated!

Your customers are reading reviews.

Don't forget to ask for and respond to reviews!

KEY TAKEAWAYS



FACTS



- ▶ 88% of consumers trust online reviews as much as personal referrals.
- ▶ 91% of consumers read online reviews for local businesses.
- ▶ Compared to other review sites, consumers trust BBB 87% more, Yelp 67% more, and Angie's List 54% more.

ACTIONS



- ▶ Regularly check consumer review sites and track how your business is rated.
- ▶ Reply to both positive and negative reviews in a timely, professional manner.

TOOLS



- ▶ Google My Business
- ▶ freereviewmonitoring.com

KEY TAKEAWAYS



FACTS



- ▶ 81% of consumers say they would willingly sample a brand's entire range of products if comfortable with its level of transparency.
- ▶ 56% of consumers say they would be loyal to a company for life if it provided complete transparency.

ACTIONS



- ▶ Put the digital BBB Accreditation Seal on your online assets.
- ▶ Share your business's successes, passions, culture, and imperfections.

TOOLS



- ▶ Your business's website, blog, social media pages, and other channels.
- ▶ Newsletters, events, promotions, and press releases.

Your customers want to know you run a trustworthy business.

BBB Accreditation is a great way to show customers you are a trustworthy business.