

# Review Management

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# How Reviews Influence Potential Clients

**93%** of all consumers now use online reviews to guide their path to purchase.

Take an easy proactive approach to building your online reputation. Reviews are the most influential marketing content today. Reviews can instill more trust in current and potential customers leading to an even stronger business.

**"On average, a one-star increase in Google ratings equals a 5-9% increase in revenue."**

- Harvard Business Review



88%

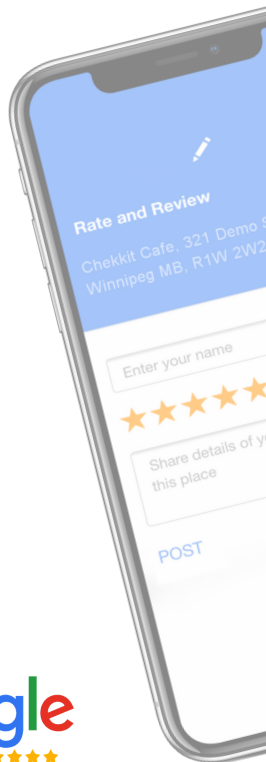
Of customers trust online reviews as much as they trust a personal recommendation

73%

Of consumers say online reviews make them trust a business more

82%

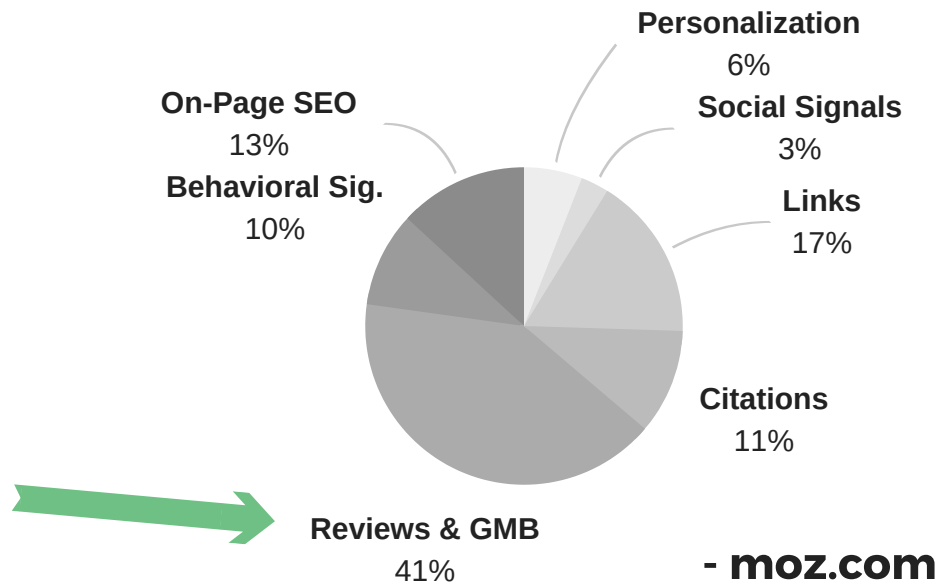
Of consumers say the content of a review has convinced them to make a purchase



# Why Online Reviews Matter to your Business

Getting reviews improves your local SEO, public perception, and ultimately increases revenue.

## Google's Local Algorithm



Increase your Google search ranking quickly

## How Reviews Influence Potential Customers

- 93%** of all consumers now use online reviews to guide their path to purchase. <sup>3</sup>
- 88%** of customers trust online reviews as much as they trust a personal recommendation <sup>1</sup>
- 98%** of prospects choose a business on page 1 of search results <sup>3</sup>
- 12%** increase in brand advocacy results in a 2X increase in revenue growth <sup>5</sup>

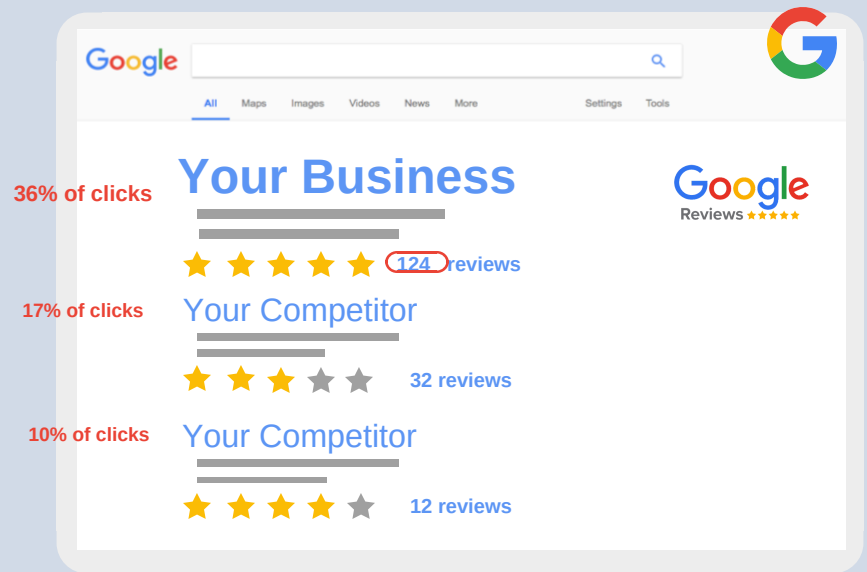
**More Reviews**

**=**

**Higher Google Rank**

**=**

**More Customers**



## We now live in the Trust Economy

What are customers looking for in online reviews?

● Number of reviews



● Recency of reviews



● Consistency across review sites



● Overall rating



"Quantity of reviews is the 2nd most important factor when evaluating a business' online reputation"

BrightLocal

"On average, a one-star increase in Google ratings equals a 5-9% increase in revenue."



Harvard  
Business  
Review

# Benefits of Review Management



Collect 100's of positive reviews!  
Use text messaging for quick and easy reviews!



Appeal to current and NEW clients with stellar reviews, high ratings and brand trust.

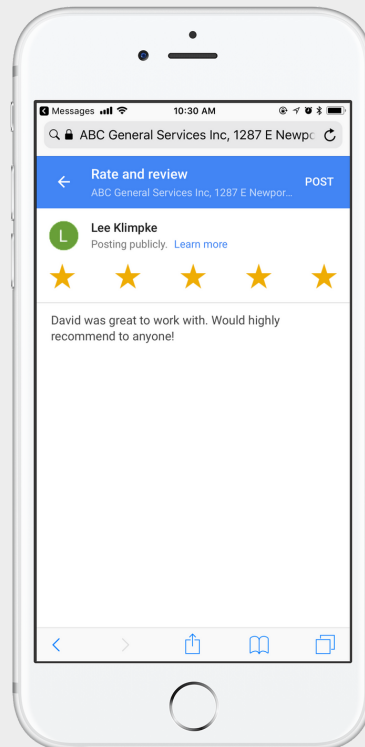
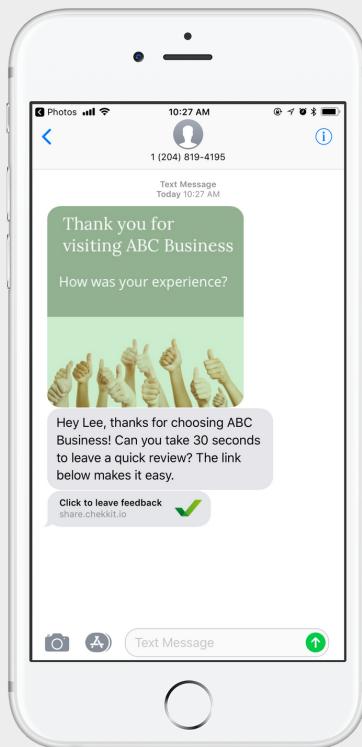


Grow your business by attracting new clients with your stronger online presence.

# How it works!

Client clicks link, sent directly to their phone through text message.  
Text review invitations through our mobile app or desktop!

Client can easily leave a new review in less than 30 seconds!

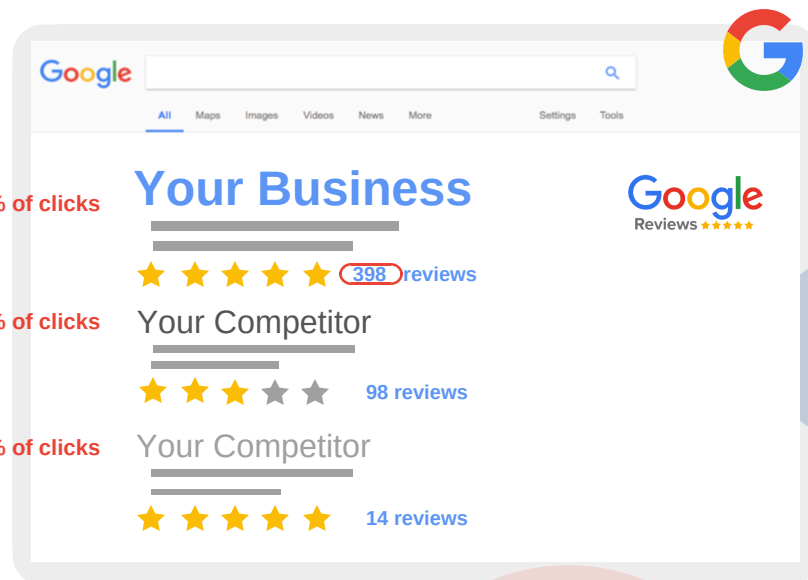


# Get Noticed! Attract Lifelong Customers. Grow your Business.

Businesses are seeing online reviews take the place of word-of-mouth referral, because reviews provide the consumer with a true representation of the quality of products & services that just a single recommendation cannot. Reviews are unbiased and real, and allow anyone to decide whether they should chose you.

The problem is the majority of your happy customers don't leave reviews. Getting new reviews on a regular basis can be difficult. Chekkit makes it easy for your customer to leave a review, all in 30-40 seconds. More positive reviews makes your business easy to find online. Once selected online, your business will stand out from the rest with all the positive reviews!

According to Google over 73% of online activity is associated with local searches.



"Quantity of reviews is the 2nd most important factor when evaluating a business' online reputation" -Brightlocal

