

REPUTATION MANAGEMENT



STRATEGY



Strategy, Planning & Ongoing Analysis

Reputation management involves more than just checking random websites to find out what customers are saying about you. It's also about managing and analyzing that information, establishing helpful and insightful replies, and building your digital presence to strengthen your brand.

Engaging with the community to grow your digital presence and providing your team personalized crisis management are keys to success.

REPUTATION MANAGEMENT SERVICES

Customers want to buy from a trusted place they can develop a relationship with.

Stream's approach is always one step ahead, automatic, and unique; aimed at not only engaging with all feedback provided by customers, but also actively pushing for an increase in positive reviews about your dealership. The end goal is to capture any negative feedback privately so it can be resolved offline. In essence, putting your best foot forward on all review platforms.

By carefully monitoring what customers are saying about your brand's services and responding accordingly, we'll be able to help your dealership succeed online and increase the number of positive reviews on your pages. Any efforts to boost your overall online presence are aimed at providing more foot traffic on the showroom floor.



REPUTATION MANAGEMENT SERVICES | KEY DETAILS

Management and monitoring of customer reviews on up to 5 review platforms, which may include the following:

- Google My Business (GMB)
- Facebook (Reviews tab)
- Yelp
- DealerRater/Cars.com
- CarGurus
- CARFAX
- Edmunds
- Other review platforms at request of client



Response Strategy

Custom responses to ALL positive and negative reviews and ratings on the above platforms.

Stream does not use “canned” responses in rep management. Our top priority is ensuring that responses are natural and tailored to the situation, all to demonstrate care for the customer’s experience.

We aim to demonstrate sympathy while upholding the integrity of the brand. We are happy to incorporate client notes into responses.

Reputation Management Services | Monitoring

Stream Companies will monitor your reputation in the following ways:

- Optimize your presence on Google, Yelp, Cars.com, DealerRater, Facebook, and more.
- Interact with & respond to negative reviews on the above-mentioned review sites to mitigate any harmful effects.
- Interact with & respond to positive reviews on the above-mentioned review sites to establish long-term relationships.
- Request that inappropriate reviews and spam messages are flagged and removed.

PODIUM TECHNOLOGY ACCESS



Our strategic partnership with Podium allows each business the opportunity to easily view and track their reputation and listings. Podium has many features, including the ability to build reputation through soliciting reviews from serviced customers. Our team will utilize this innovative tech to enhance our managed services and engage, build, and review your business’s reputation.

With the use of the Podium technology and dashboard, we can really ramp up the reputation and brand growth of your business.

Monthly Investment: \$899

