BigBuzz DIGITAL MARKETING

How to use Reputation Manager

In this guide we'll show you exactly how you can start building an awesome online reputation using Reputation Manager.

Reputation Manager is split up into two parts:

1

Monitor Reviews

This helps you monitor and respond to your reviews.

2

Get Reviews

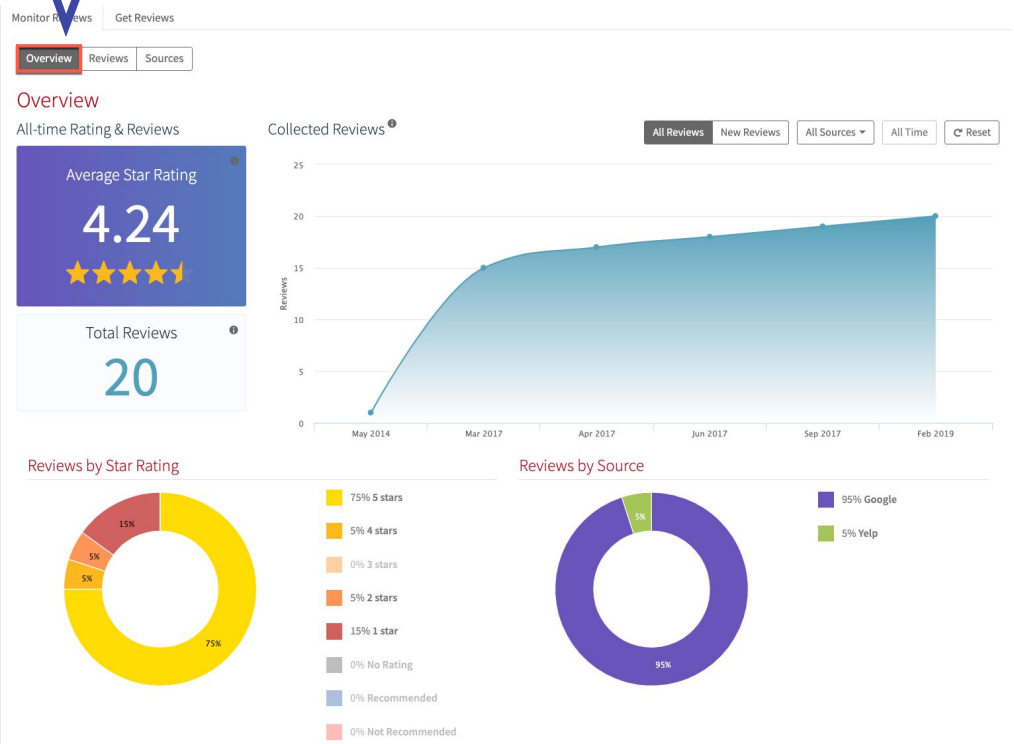
This helps you send out review invitations to generate feedback and new reviews.

BigBuzz DIGITAL MARKETING

BigBuzz DIGITAL MARKETING

Monitor Reviews

Monitor Reviews



When you first open the ‘Monitor Reviews’ report, you will see three buttons at the top.

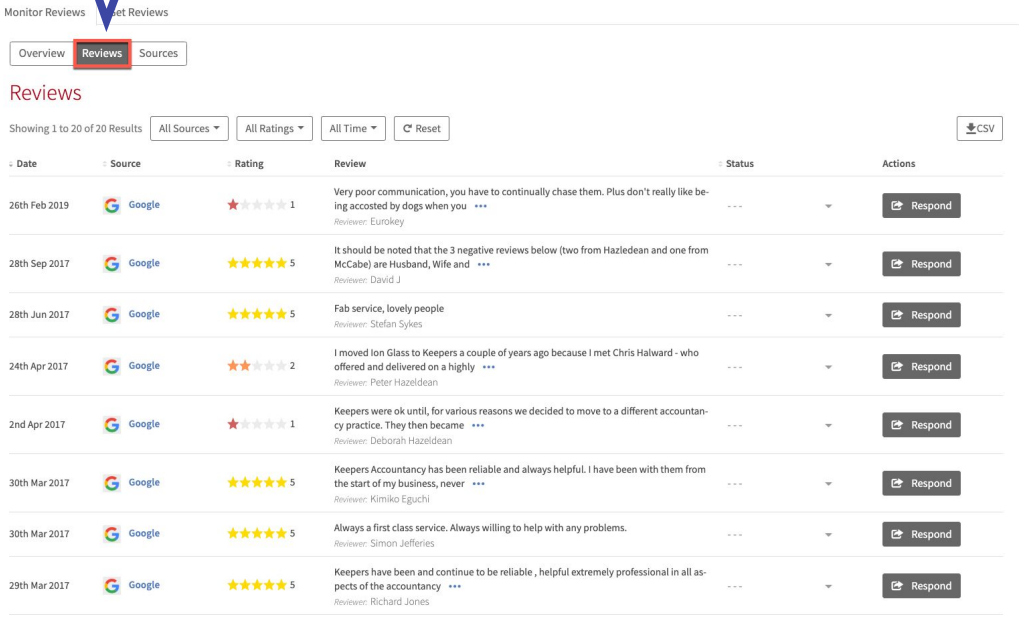
Automatically it will show the ‘Overview’ button data.

Here you can see:

- All-time Ratings & Reviews for your location.
- Average Star Rating for your location.
- The total number of reviews.
- Three graphs showing Collected Reviews, Reviews by Star Rating and Reviews by Source.

BigBuzz DIGITAL MARKETING

‘Reviews’ section



The ‘Reviews’ section shows you a list of all your reviews in a table.

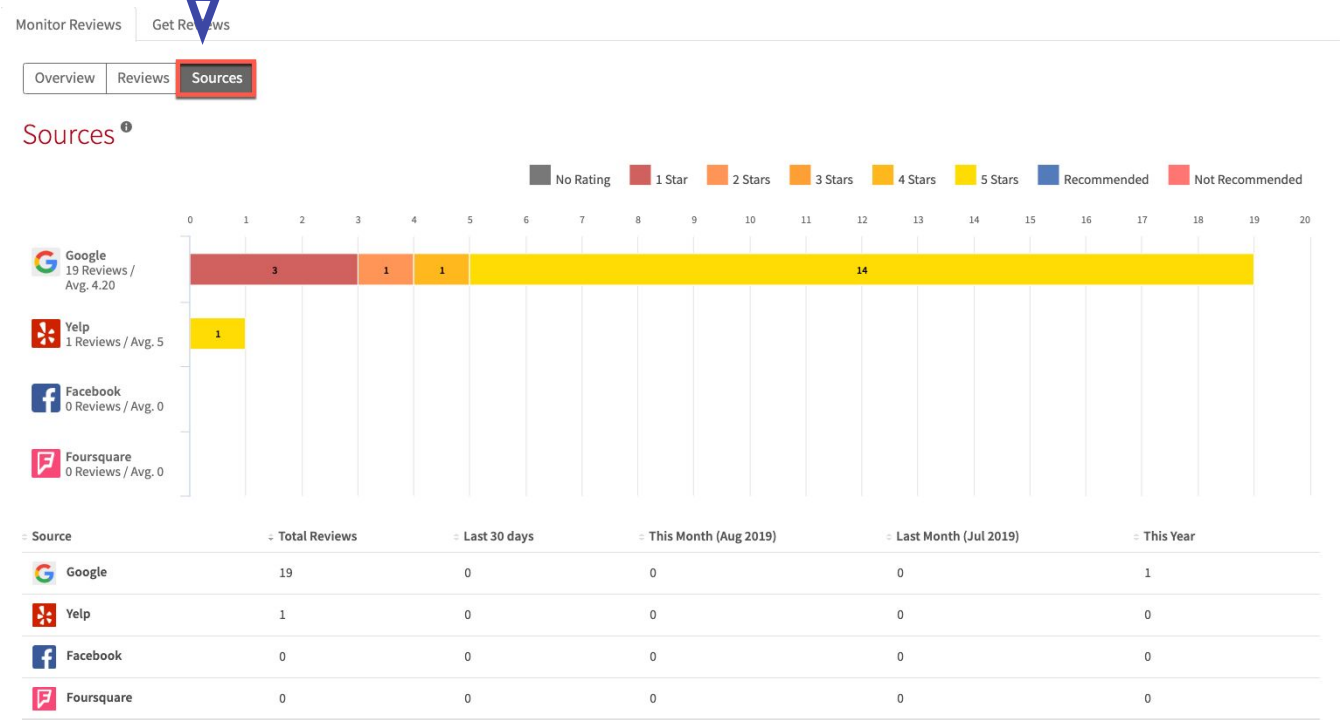
This table allows you to:

- Filter the reviews you want to see.
- Manage reviews so you can set your own status and actions for each one.
- Respond to Google and Facebook reviews through the ‘Respond’ button in the dashboard (we’ll need to have access to your Google and Facebook features in order to set this feature up for you).

BigBuzz DIGITAL MARKETING

‘Sources’ tab

The last tab is the ‘Sources’ tab, where you can find a chart and a table showing the review results separated by different review sites.



Source	Total Reviews	Last 30 days	This Month (Aug 2019)	Last Month (Jul 2019)	This Year
Google	19	0	0	0	1
Yelp	1	0	0	0	0
Facebook	0	0	0	0	0
Foursquare	0	0	0	0	0

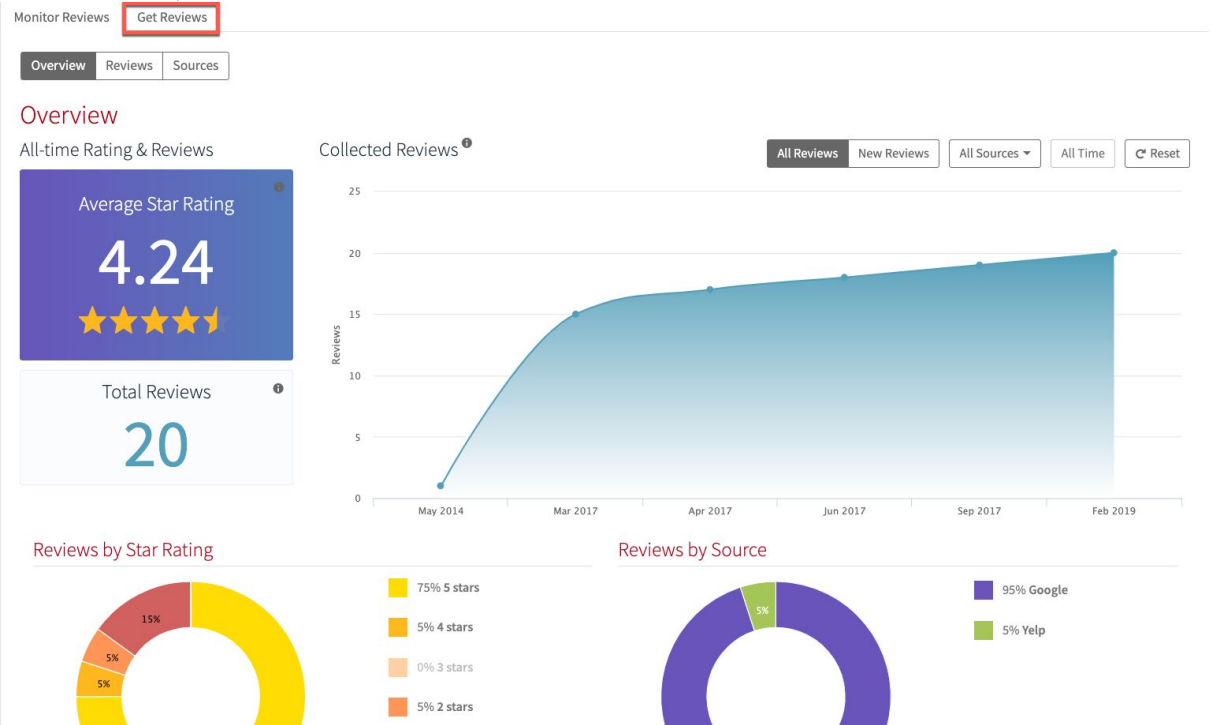
BigBuzz DIGITAL MARKETING

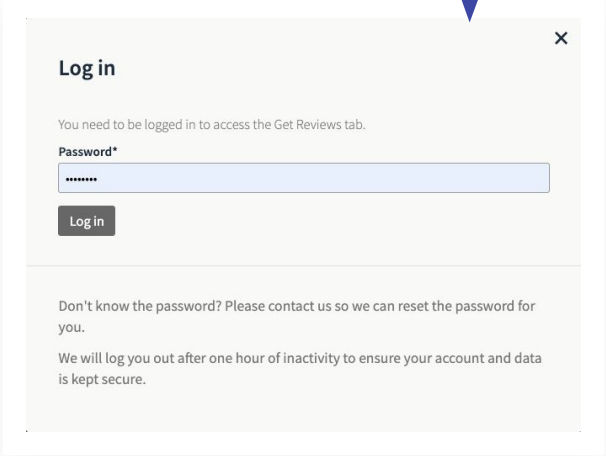
BigBuzz DIGITAL MARKETING

Get Reviews

Get Reviews

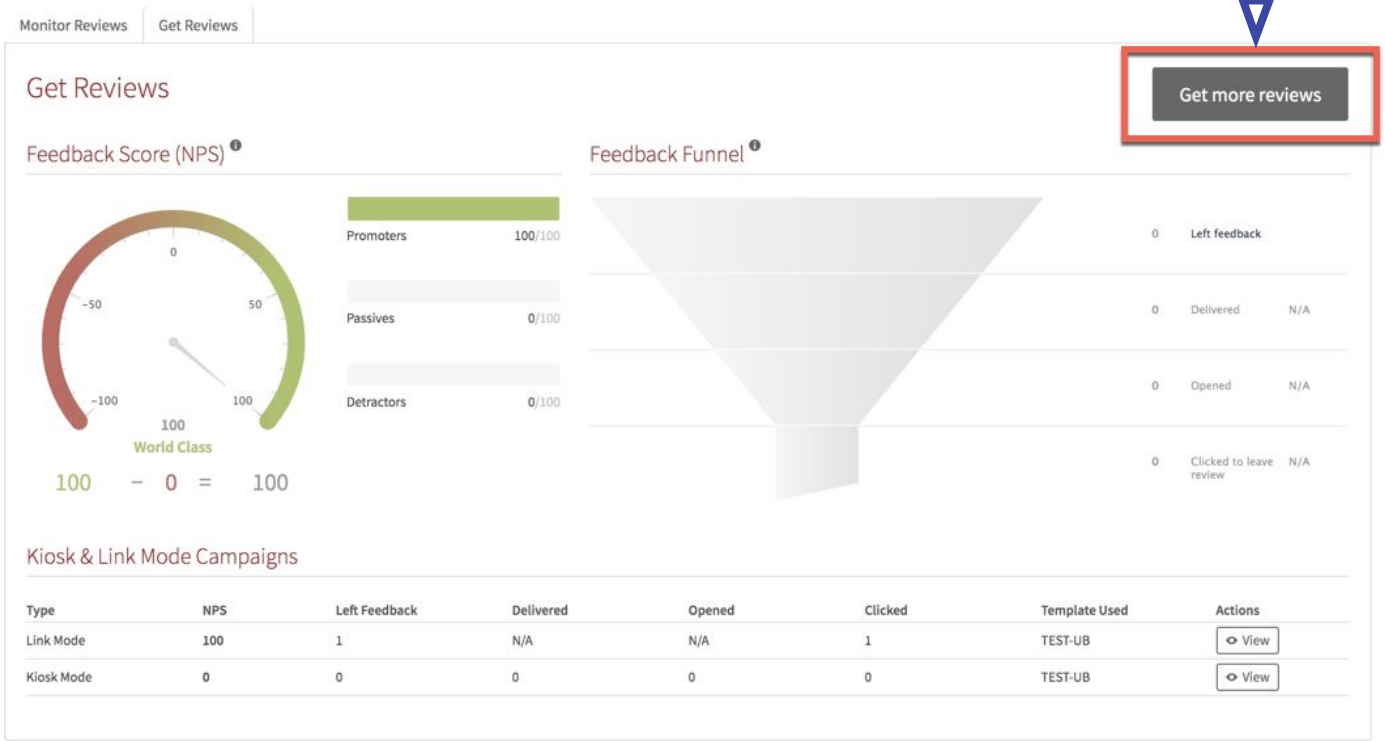
To start generating reviews, we will need to log in through the ‘Get Reviews’ tab with the password we’ve provided.





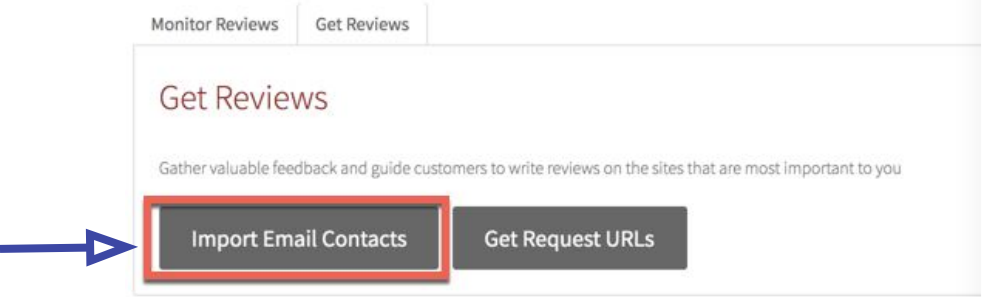
BigBuzz DIGITAL MARKETING

Once you land on get reviews, you'll want to click "Get more reviews" in the top right hand corner.



BigBuzz DIGITAL MARKETING

You'll then land on this page where you can see there's two options to generate new reviews.



"Import Email Contacts"

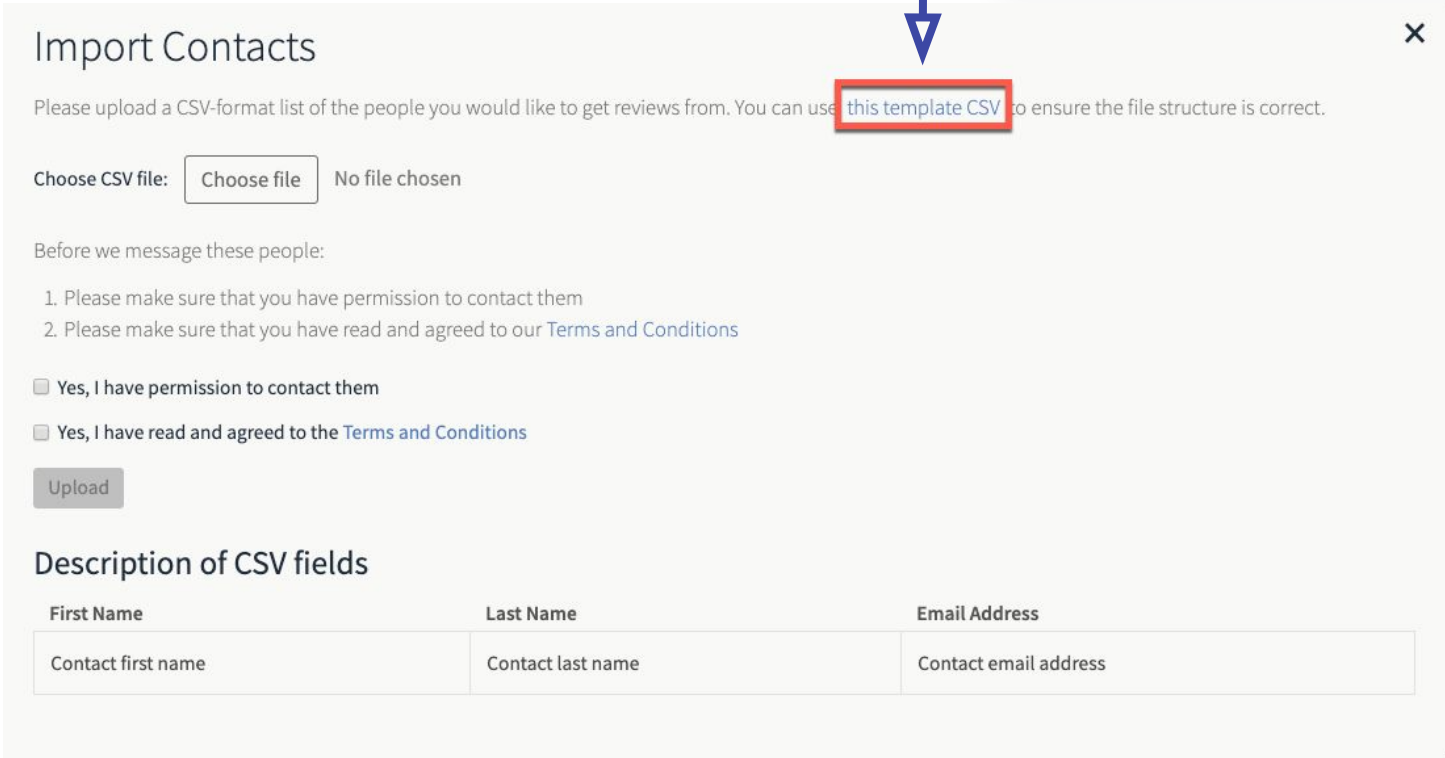
To use this approach you'll need a list of your customer's email addresses. This involves you uploading a file with customer email addresses and starting the flow directly.

Once you click the "Import Email Contacts" button, you'll see this screen

BigBuzz DIGITAL MARKETING

Once you click the “Import Email Contacts” button, you’ll see this screen:

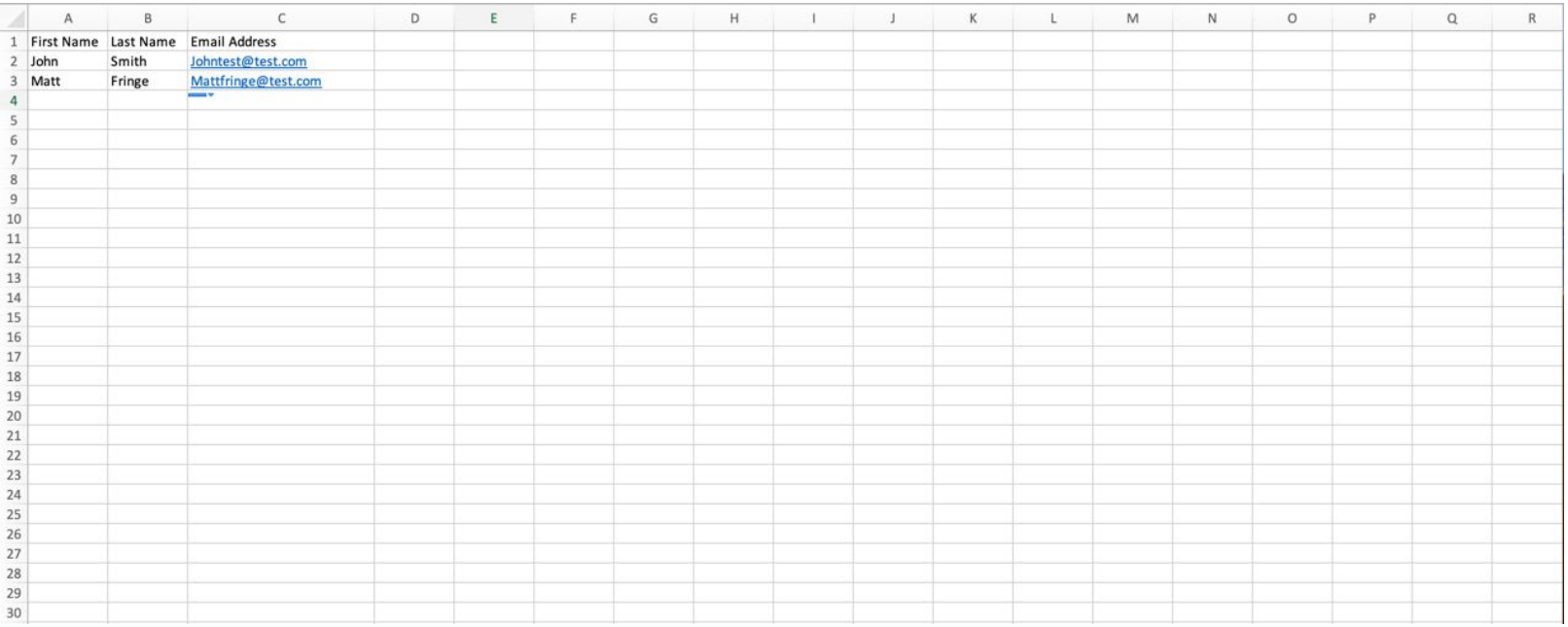
You can click “this template CSV” link as shown above to download the correct template csv.



BigBuzz DIGITAL MARKETING

Once you have downloaded this you can then simply add your contacts in the following format:

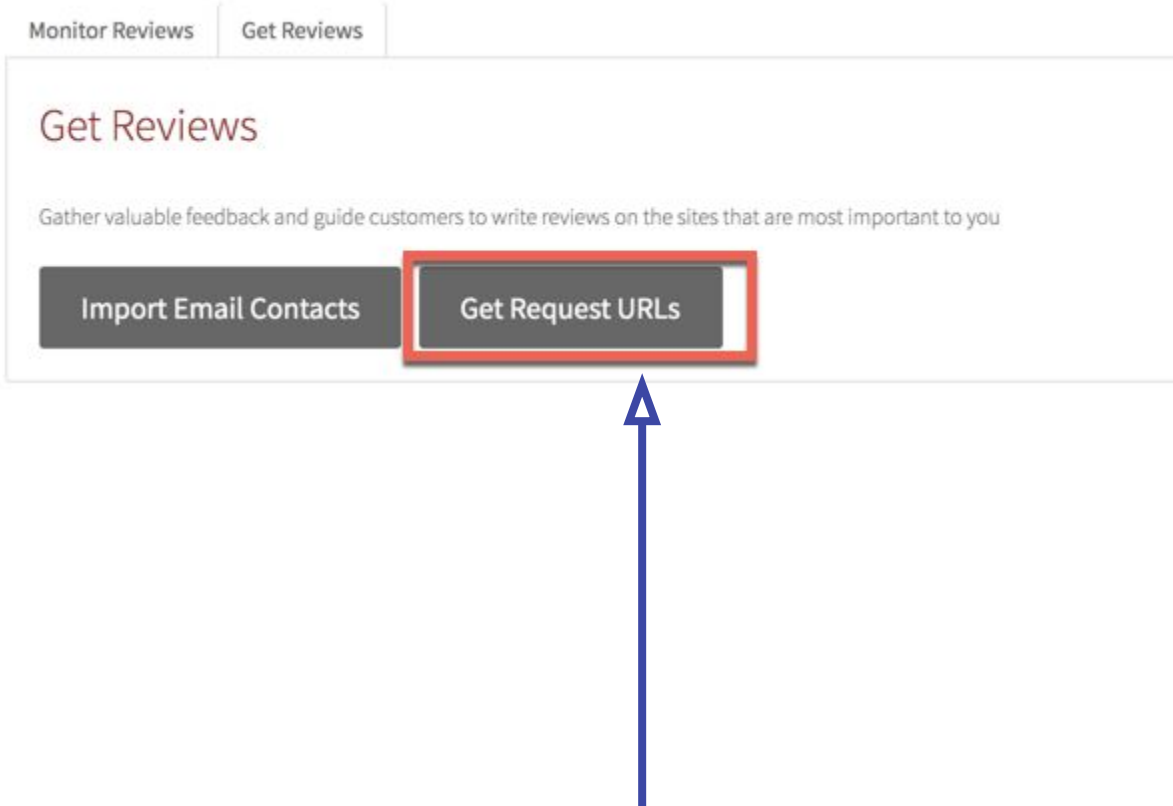
Once you've updated the doc save it then upload it and wait for the feedback and reviews to come in!



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	First Name	Last Name	Email Address															
2	John	Smith	Johntest@test.com															
3	Matt	Fringe	Mattfringe@test.com															
4																		
5																		
6																		
7																		
8																		
9																		
10																		
11																		
12																		
13																		
14																		
15																		
16																		
17																		
18																		
19																		
20																		
21																		
22																		
23																		
24																		
25																		
26																		
27																		
28																		
29																		
30																		

BigBuzz DIGITAL MARKETING

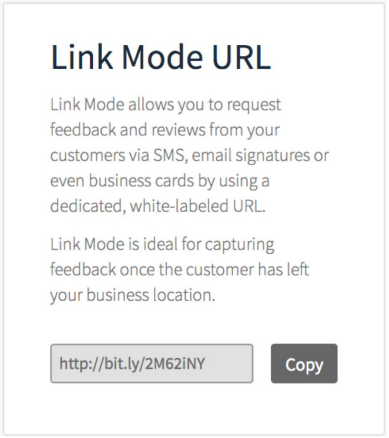
The other option you have to generate reviews is to “Get Request URLs”



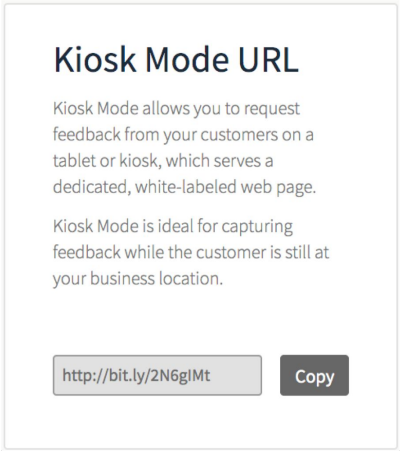
BigBuzz DIGITAL MARKETING

Once you click this button you'll have two options. Simply take the links, and start making them available to customers by using some of the examples above.

1



2



Link Mode: Gives you a link you can add anywhere for customers to start the feedback flow on their own devices. Suggested examples are your email signature, your website, your booking system (if you use one) and your business card.

Kiosk Mode: Similar to Link Mode, the main difference is that it's designed for customers to interact with whilst they're at your business and on a shared device. Customers don't like logging into Facebook and Google on a shared device, so this mode works around that by emailing them an hour later asking for a review instead. To get started simply have this link open on a laptop in your waiting room or an iPad by your checkout so customers can start this process themselves on a shared device.

BigBuzz DIGITAL MARKETING

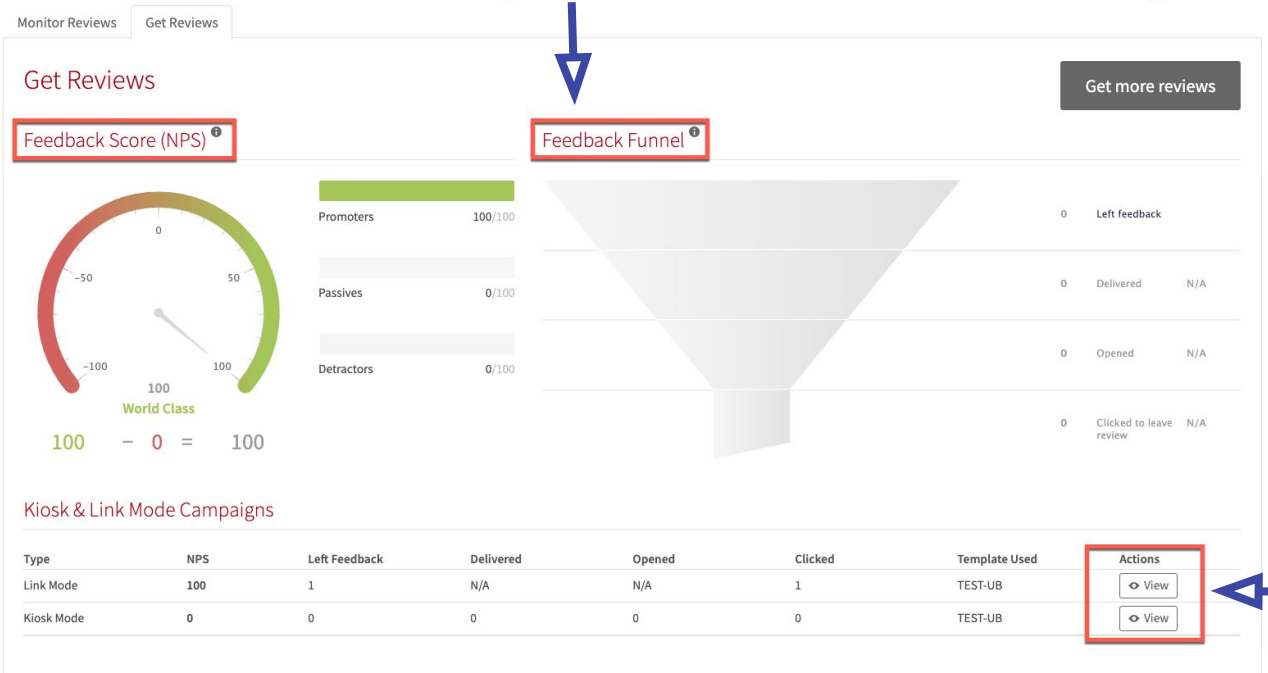
BigBuzz DIGITAL MARKETING

Understanding your campaign and responding to feedback

A finished review generation campaign displays various metrics and tasks for you to action next:

Feedback Funnel

Shows metrics around how many customers left feedback, clicked to leave a review, opened your email and how many were delivered.



Feedback Score (NPS)

Net Promoter Score is a commonly used system to gauge customer satisfaction. This meter will change based on the 1-10 scores from your review generation campaign

Kiosk & Link Mode Campaign Actions

Selecting the 'View' button under Link or Kiosk Mode campaigns will show individual customer feedback, NPS score and what site they left a review on.