



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 three parts:

1

Connect GMB

This section helps you to connect your Google My Business profile.

2

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.

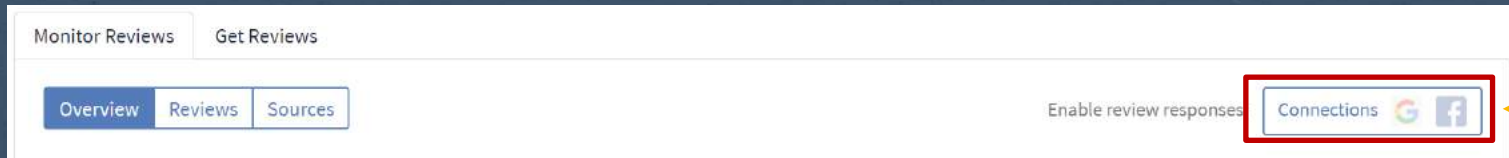


**Connect Google
My Business Profile**



Once you have logged in to your Reputation Manager dashboard, you can see the option to connect your Google and Facebook accounts.

Step 1: Click on the 'Connections' button to show the below popup.



Step 2: Click on the type of business profile that you would like to connect and you will be asked to go through an OAuth (permissions request) process.





Step 3: Once the permissions request process is complete, the dashboard will be connected to your Google My Business listing and Facebook page, thereby allowing you to collect reviews in the report and letting you respond to these reviews from within the report.

Step 4: Once you have connected your Google My Business listing and/or Facebook Page to the report, close the connections popup



Step 5: We will then rerun your report so we can collect your reviews from the business profiles you have just connected.

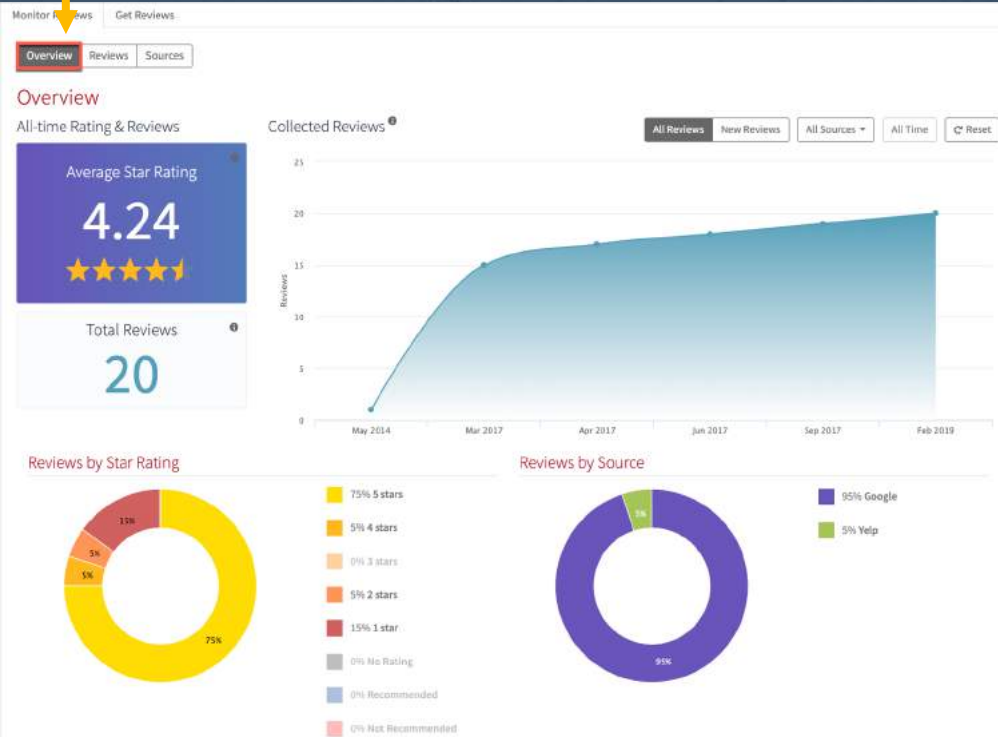


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Monitor Reviews



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.



'Reviews' section

Monitor Reviews [View All Reviews](#)

Overview **Reviews** Sources

Reviews

Showing 1 to 20 of 20 Results All Sources ▾ All Ratings ▾ All Time ▾ Reset CSV

Date	Source	Rating	Review	Status	Actions
26th Feb 2019	Google	★☆☆☆☆ 1	Very poor communication, you have to continually chase them. Plus don't really like being accosted by dogs when you are out. *** <small>Reviewer: Eurskey</small>	---	Respond
28th Sep 2017	Google	★★★★★ 5	It should be noted that the 3 negative reviews below [two from Hazledean and one from McCabe] are Husband, Wife and *** <small>Reviewer: David J</small>	---	Respond
28th Jun 2017	Google	★★★★★ 5	Fab service, lovely people <small>Reviewer: Stefan Sykes</small>	---	Respond
24th Apr 2017	Google	★★★☆☆ 2	I moved Ion Glass to Keepers a couple of years ago because I met Chris Halward - who offered and delivered on a highly professional service. *** <small>Reviewer: PETER HAZLEDEAN</small>	---	Respond
2nd Apr 2017	Google	★☆☆☆☆ 1	Keepers were ok until, for various reasons we decided to move to a different accountancy practice. They then became unhelpful. *** <small>Reviewer: Diabran Hazledean</small>	---	Respond
30th Mar 2017	Google	★★★★★ 5	Keepers Accountancy has been reliable and always helpful. I have been with them from the start of my business, never a problem. *** <small>Reviewer: Kimiko Eguchi</small>	---	Respond
30th Mar 2017	Google	★★★★★ 5	Always a first class service. Always willing to help with any problems. <small>Reviewer: Simon Jefferies</small>	---	Respond
29th Mar 2017	Google	★★★★★ 5	Keepers have been and continue to be reliable , helpful extremely professional in all aspects of the accountancy service. *** <small>Reviewer: Richard Jones</small>	---	Respond

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).



'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.





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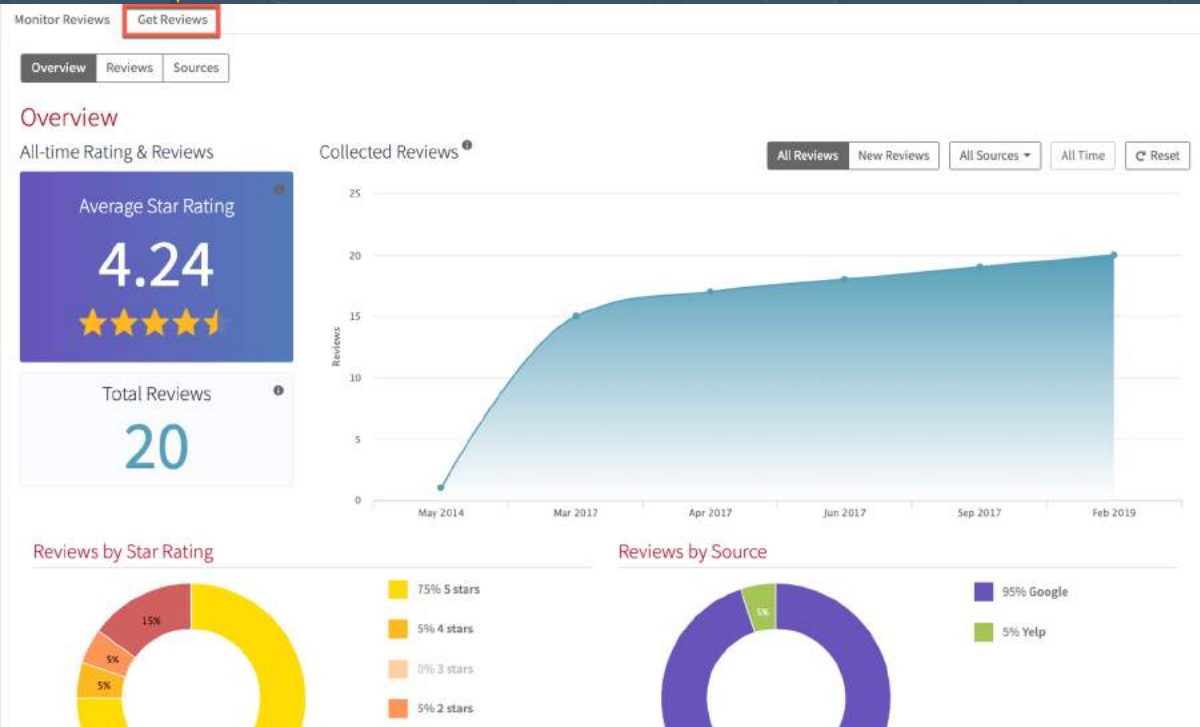
Get Reviews



Get Reviews

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

2



Log in

You need to be logged in to access the Get Reviews tab.

Password*

Log in

Don't know the password? Please contact us so we can reset the password for you.

We will log you out after one hour of inactivity to ensure your account and data is kept secure.



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

Monitor Reviews | **Get Reviews**

Get Reviews

Feedback Score (NPS) ¹

100 - 0 = 100

Promoters 100/100

Passives 0/100

Detractors 0/100

Feedback Funnel ¹

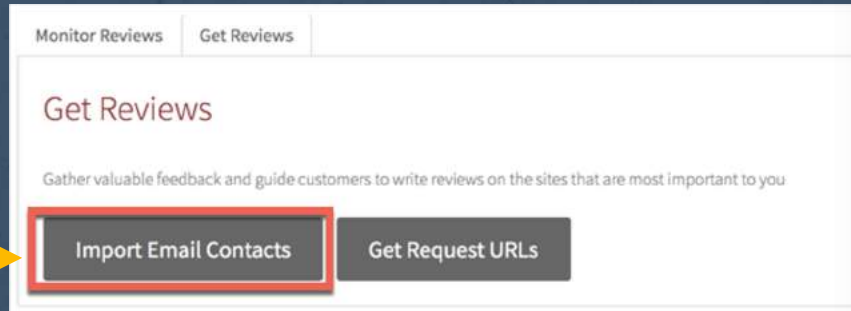
0	Left feedback	
0	Delivered	N/A
0	Opened	N/A
0	Clicked to leave review	N/A

Kiosk & Link Mode Campaigns

Type	NPS	Left Feedback	Delivered	Opened	Clicked	Template Used	Actions
Link Mode	100	1	N/A	N/A	1	TEST-UB	View
Kiosk Mode	0	0	0	0	0	TEST-UB	View



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



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.

Import Contacts

Please upload a CSV-format list of the people you would like to get reviews from. You can use [this template CSV](#) to ensure the file structure is correct.

Choose CSV file: No file chosen

Before we message these people:

1. Please make sure that you have permission to contact them
2. Please make sure that you have read and agreed to our [Terms and Conditions](#)

Yes, I have permission to contact them

Yes, I have read and agreed to the [Terms and Conditions](#)

Description of CSV fields

First Name	Last Name	Email Address
Contact first name	Contact last name	Contact email address



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

Monitor Reviews | **Get Reviews**

Get Reviews

Gather valuable feedback and guide customers to write reviews on the sites that are most important to you

Import Email Contacts | **Get Request URLs**





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

Link Mode URL

Link Mode allows you to request feedback and reviews from your customers via SMS, email signatures or even business cards by using a dedicated, white-labeled URL.

Link Mode is ideal for capturing feedback once the customer has left your business location.

<http://bit.ly/2M62iNY>

Copy

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.

2

Kiosk Mode URL

Kiosk Mode allows you to request feedback from your customers on a tablet or kiosk, which serves a dedicated, white-labeled web page.

Kiosk Mode is ideal for capturing feedback while the customer is still at your business location.

<http://bit.ly/2N6gIMt>

Copy

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.



Understanding your Campaign and Responding to Feedback



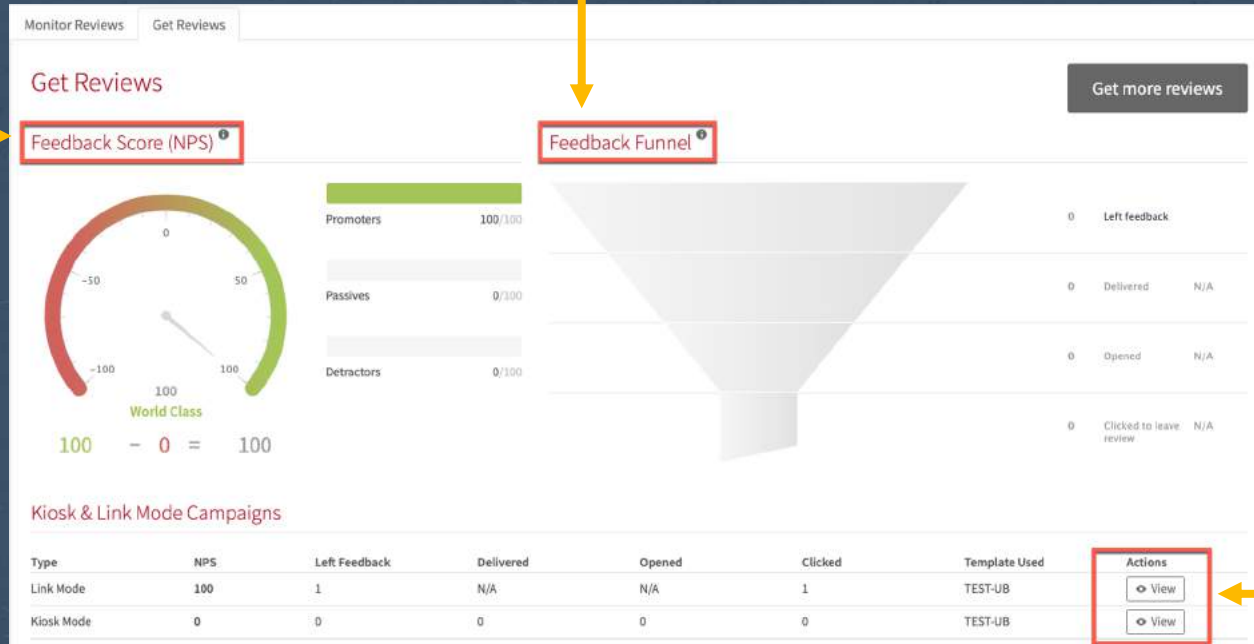
A finished review generation campaign displays various metrics and tasks for you to action next:

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.



Take back control of your online reputation and boost your local Google rankings with Artemis Marketing's Reputation Manager solution.

Talk to us today to find out more on **01444 645018** or email **rep.man@artemis.marketing**