



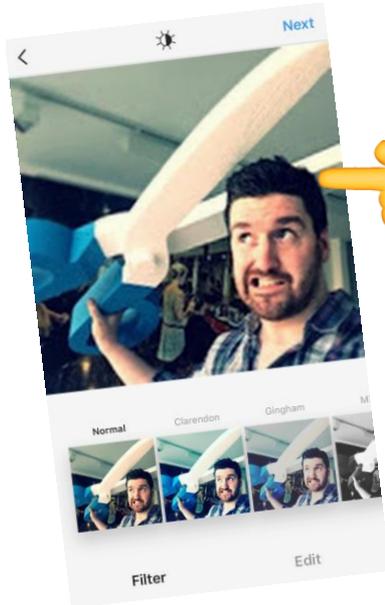
**The Phorest Academy Presents**

# Four Keys To Controlling Your Digital Reputation





# Nice To Meet You!



**@itschrisbrennan**

Join us on Instagram or Twitter  
**@phorestsalonsoftware** for waaay  
more salon tips, ideas & fun.

# What will we cover?

1. **What exactly is a Digital Reputation?**
2. **How crucial is Digital Reputation for your salons success?**
3. **How do you ensure your salon has the best Digital Reputation**
4. **How to automate everything so you can focus on actually delivering the constant 5-star services in your business.**

# The 4 Keys For Digital Reputation Success

Quality | Consistency | Patience | Listening



# So what is Digital Reputation?



## Digital Reputation Management:

Taking control of the online conversation people have about your business.



Why does it matter **to you**?



An all too  
common story...





BUT THEY DON'T GO  
ONLINE TO SPREAD  
THE WORD.

HMM...  
OUR CUSTOMERS TELL  
US IN PERSON THEY LOVE  
WHAT WE DO,

BUT THEY DON'T GO  
ONLINE TO SPREAD THE  
WORD.





THAT'S  
IT!

IT'S TIME TO HARNESS THE  
POWER OF BOOSTING OUR  
DIGITAL REPUTATION!



**How do we do this?**

# By Helping You Skyrocket



# Your Digital Reputation!

## Trust Principle

84% of people completely trust the recommendations of friends and family



## Online Trust Principle

88% of people completely trust online reviews **as much as personal referrals**



DID YOU KNOW? |

9 / 10 people check out  
a business online

**AFTER**

someone refers it to them!



WHY? |

# 1. Find your business location

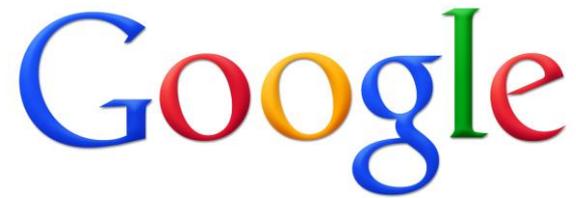
1. Find your business location
2. See your prices

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3. Peek at your salon menu

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3. Peek at your salon menu
4. Look at salon photos

1. Find your business location
2. See your prices
3. Peek at your salon menu
4. Look at salon photos
5. To book an appointment

No matter where they look... |



REVIEWS REVIEWS REVIEWS REVIEWS  
REVIEWS REVIEWS REVIEWS REVIEWS





**Online Reviews are absolutely  
vital to the success of your  
digital reputation.**



# If your Digital Reputation was a river...



# If your Digital Reputation was a river...



**Reviews would be the current**



# Does this look familiar?

Many salons have no reviews on Google

**Reviews**

Be the first to review

Write a review

Add a photo

# And google then suggests the competition!

## Reviews

Be the first to review

Write a review

Add a photo

 Send to your phone

Send

## People also search for

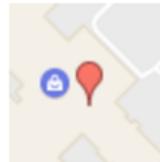
View 15+ more



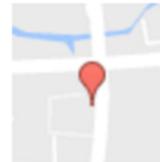
**Peter Mark  
Level 2**  
Hair Salon



**Peter Mark**  
Hairdresser



**Rubens  
Hair Design**  
Hair Salon



**ZINC  
hair&bea...**  
Hairdresser

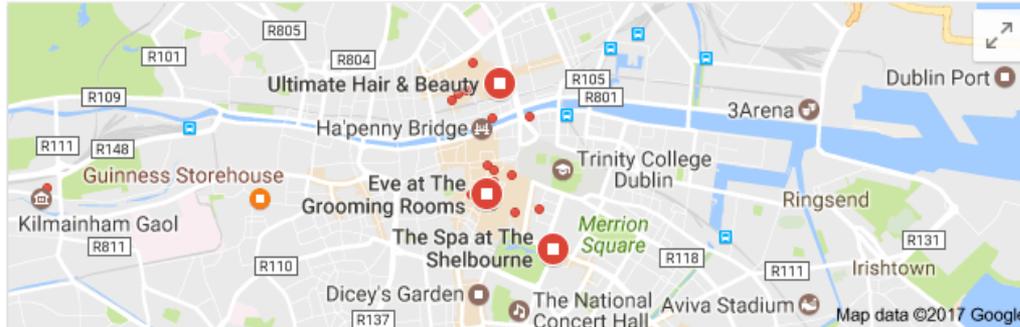


**Passion  
Hair Salon**  
Hair Salon





beauty salon dublin city centre



Rating ▾ Hours ▾

### Ultimate Hair & Beauty

4.9 ★★★★★ (48) · Hairdresser  
4.9 km · 1, Henry St · (01) 873 2825  
Open until 17:30

[WEBSITE](#) [DIRECTIONS](#)

### Eve at The Grooming Rooms

1 review · Beauty Salon  
5.3 km · 16 William St S · (01) 636 9421  
Open until 18:00

[WEBSITE](#) [DIRECTIONS](#)

### The Spa at The Shelbourne

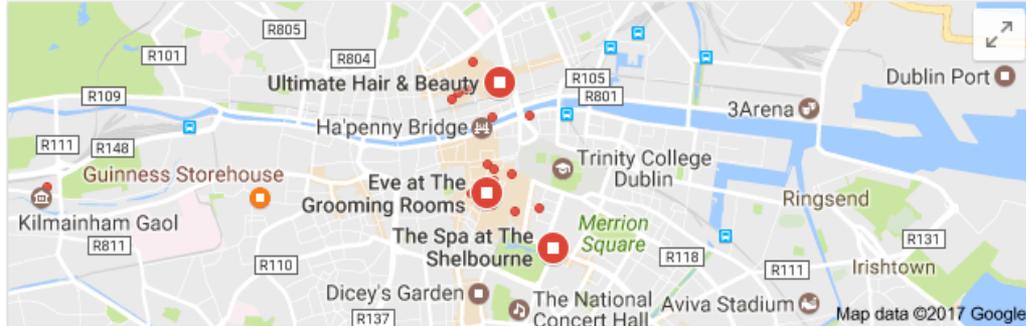
4 reviews · Spa  
5.9 km · 27 St Stephen's Green · (01) 663 4500  
Open until 19:00

[WEBSITE](#) [DIRECTIONS](#)





beauty salon dublin city centre



Rating ▾ Hours ▾

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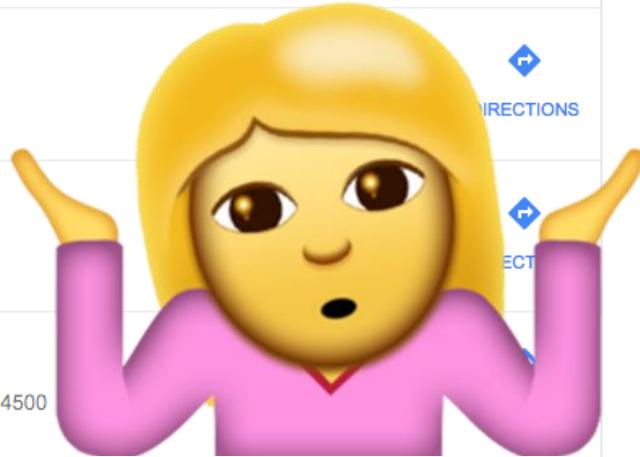
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192



Google

kansas city salon

**ROCA Salon & Spa**

4.6 ★★★★★ (192) · Hair Salon

Kansas City, MO, USA

+1 816-531-8018

Opens at 10:00



WEBSITE



DIRECTIONS

**Silver Screen Salon**

4.9 ★★★★★ (32) · Hair Salon

Kansas City, MO, USA

+1 816-888-7298

Opens at 09:00



WEBSITE



DIRECTIONS

**Salon Kismet**

4.8 ★★★★★ (6) · Hair Salon

Kansas City, MO, USA

+1 816-531-3393

Opens at 10:00



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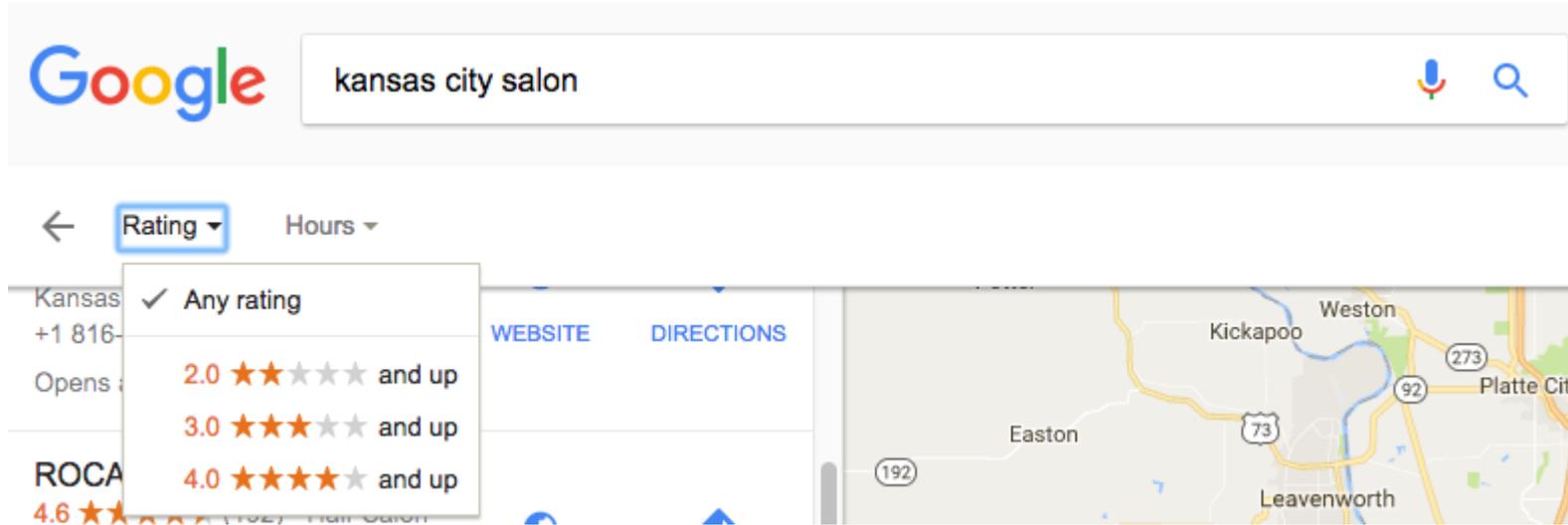
WEBSITE



DIRECTIONS

Who Would You Trust? Honestly?

# Google Lists These Salons Automatically By...



**That's Right → Reviews & Ratings**

**How can I start getting  
online reviews immediately?**



# Request Reviews From Top Clients!



Find out who your top clients are, or clients who have recently reviewed you positively.



Craft an email to send to them.  
The email should do 2 things.





### **FIRSTLY**

Ask them politely to write a review about your company on Google, Facebook and/or Yelp.

### **AND THEN**

Incentivize or Reward action taken with bonus TreatCard points, sample goodies during their next visit or add their name to a draw.

Phrase the email as if it were an opportunity for the client, rather than a request from you.



Here's an example of how you can phrase it

Dear >Insert Beloved Clients First Name<,

We have something special for you!

If we could request just 2 minutes of your busy day to leave us a review on Google, then we would be delighted to provide you with 50 bonus TreatCard points as a reward!

We love what we do! And we want to ensure that others who come across us get an honest opinion of what we are all about. So in order to receive your bonus TreatCard points, all you have to do is [click this link and leave a review!](#)

Thank you so much >Insert Beloved Clients First Name<. And I can wait to see you at your next appointment!

# How to link to your Google Reviews

The image shows a Google search for "Ezelli Hair Salon" in a browser window. The search results on the left include links to Yelp, Facebook, and MapQuest, along with snippets of reviews and ratings. On the right, a detailed business listing for "Ezelli Hair Salon" is displayed, featuring a map, contact information, and a section for "Reviews from the web" with a table of ratings from Facebook and Yelp.

**Find Your Salon On Google**

**Ezelli Hair Salon**

Beauty salon in Detroit, Michigan - Downtown

Address: 89 Monroe Ave, Detroit, MI 48226, USA  
Phone: +1 313-965-3710  
Products and Services: locu.com  
Hours: Open today 9a.m.–8p.m. +  
Suggest an edit

**Reviews from the web**

Platform	Rating	Number of Reviews
Facebook	4.4/5	14 votes
Yelp.com	5/5	2 reviews

**Reviews**  
3 Google reviews

Send to your phone

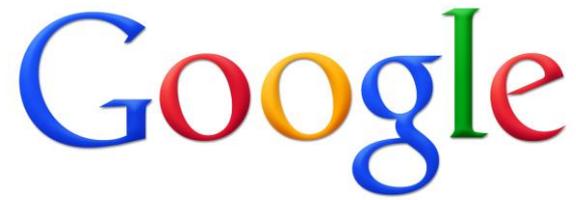
**Profiles**  
Facebook

**People also search for**

- Beauty Salon
- Curl Up & Dye Hair Salon
- Renaissance Nail Salon
- Salon Detroit Beauty Salon
- Haircut Place Hair & Nail Beauty Salon

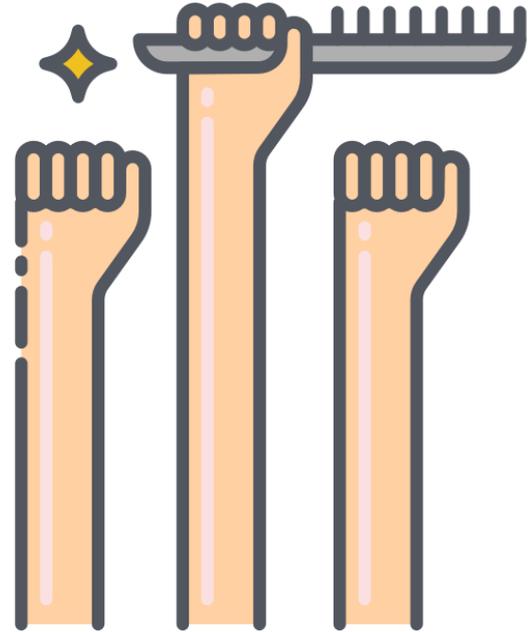


Do this on:



This way we control our  
reputation!

**Instead of letting it  
control us.**



# Another Idea For Generating Reviews

Simply ask for a review while they are in your salon



# Another Idea For Generating Reviews

Put a tablet on display so people can leave reviews in salon

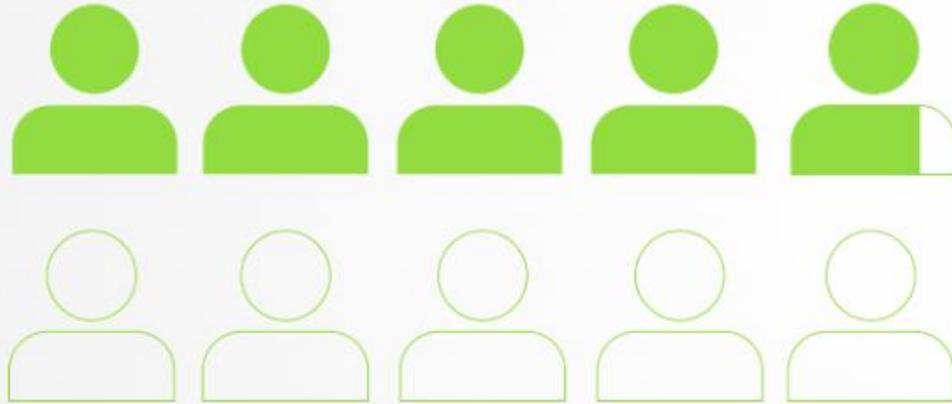




**But what if they leave a  
negative review?**

# Just How Important Is Social Media Customer Care?

ON AVERAGE,  
**47%** OF SOCIAL MEDIA USERS  
ENGAGE IN SOCIAL CARE



## Reasons Behind Complaints

- They have a problem & they are looking for the solution.
- They simply want to vent.
- They are disappointed & want you to know for next time.



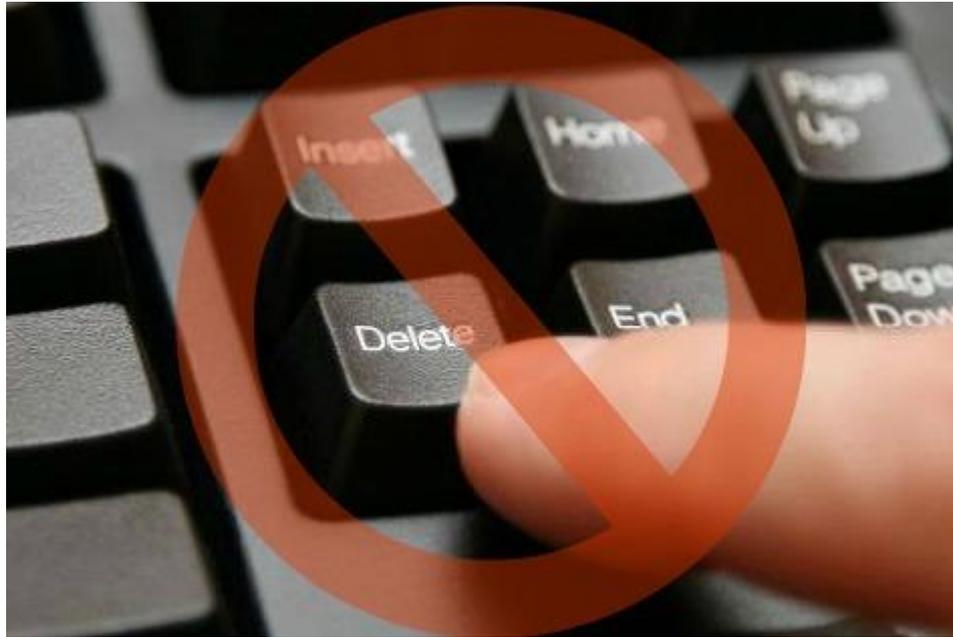
## Try to respond quickly!

42% of Customers  
Complaining on Social Media  
expect a 60 minute response  
time.



# Don't Delete People's Complaints...

Unless they are vulgar or obscene.



# Don't Lash Out



**Pigalle Boston** · 275 like this  
8 hours ago via mobile · 📱



**Amy's Baking Company Bakery Boutique & Bistro** ·  
12,538 like this  
Yesterday at 2:38pm · 🌐

👍 Like

I AM NOT STUPID ALL OF YOU ARE. YOU JUST DO NOT KNOW GOOD FOOD. IT IS NOT UNCOMMON TO RESELL THINGS WALMART DOES NOT MAKE THEIR ELECTRONICS OR TOYS SO LAY OFF!!!!

Like · Comment · Share

🗨️ 69

👍 103 people like this.

Dear Pigalle fans.

It is hard to believe that in this day and age there are still uneducated , unintelligent , unpolished human beings out there that still go out to eat , but there are , and this woman proves my point .

If anyone has ever had a problem at any restaurant , food or service , you complain or bring it to their attention , at the restaurant , not on someone's face book page

This is a ignorant and disrespectful way of carrying ones self when in a public restaurant ( or I should say out of one) , and just shows this persons inexperience to dining and behaving in general .

Further more I hope all Pigalle fans know how much we strive in keeping our customer base happy , before they leave the restaurant !

Dear post woman , we fed 100 customers on thanksgiving , 98 left happy .



## Public complaints?

♥♥ LET'S TAKE IT ♥♥

offline

## Quick tip |

Write a Response Script that can be amended to handle the most common complaints.

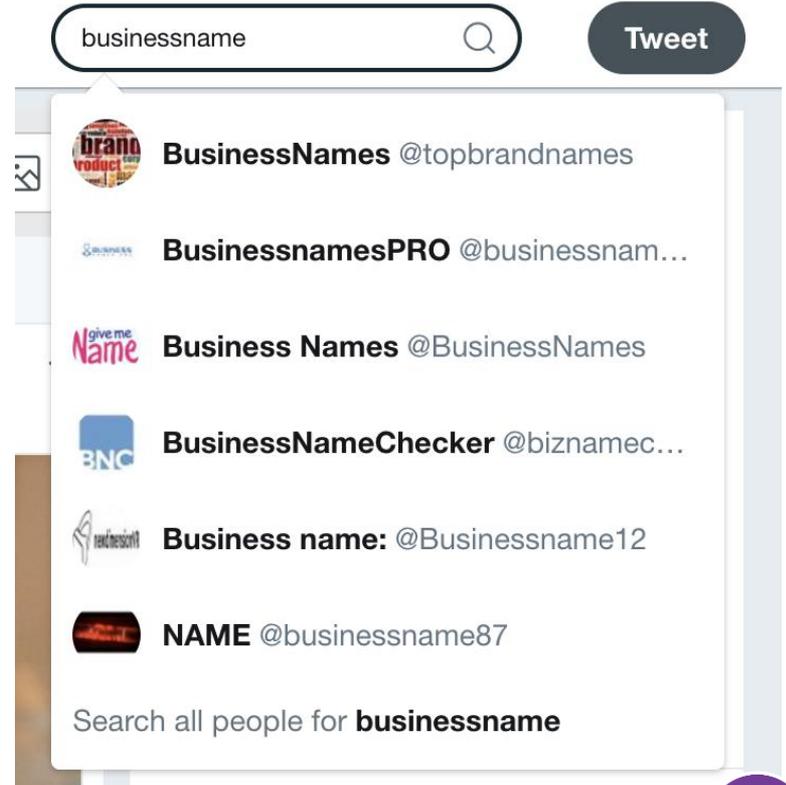


But don't forget to personalise it for each response!



## Social Complaint tip

Search your salon name **without** the @ symbol on Twitter.





# Automating Your Digital Reputation

# Facebook Automation

>> Acknowledge that you are unavailable, currently.

But you will see their message and respond immediately.

## Stay responsive when you can't get to your computer or phone

Yes

Let customers know that you will respond soon and keep your responsiveness rating, any time you're away.

Change

*"Hi Zoé, thanks for your message. We're currently out of business hours, but rest assured, I will sort you out as soon as I get back to the office! Cheers :) Zoe"*

## Send Instant Replies to anyone who messages your Page

No

Instant Replies are a good way to let people know that you'll respond soon.

## Show a Messenger Greeting

Yes

Create a greeting that people will see the first time they open a conversation with you on Messenger.

Change

*"Hi Zoé! Thanks so much for getting in touch! Please send us any questions or queries you may have :) #LetsGrow "*

## **You could also offer a proposed solution**

“If you are looking to book an appointment, you can book online at [www.salonexample.com](http://www.salonexample.com) or download our app now.”



# Automating 5-Star Review Collection

# The Phorest Online Reputation Manager:

Get a full, instant overview of your salon's online reputation!

**Online Reputation** Triggers

Your clients love you!  
4.2 / 5

Overall Reputation Breakdown  
52% Positive | 32% Neutral | 16% Negative

**f** 4.2 / 5  
Total reviews: 49  
Most recent: 2 days ago

**G** 3.2 / 5  
Total reviews: 49  
Most recent: 2 days ago

**🌀** 2.2 / 5  
Total reviews: 49  
Most recent: 2 days ago

Negative Reviews

**G** ★★☆☆☆ Patrick Monaghan 2 days ago True happiness is to enjoy the present, without anxious dependence upon the future, not to amuse oursel... >

**G** ★★☆☆☆ Patrick Monaghan 2 days ago True happiness is to enjoy the present, without anxious dependence upon the future, not to amuse oursel... >

All Reviews (321)

1★ 2★ 3★ 4★ 5★ **G** **f** 🌀

**f** ★★★★★ Patrick Monaghan 2 days ago True happiness is to enjoy the present, without anxious dependence upon the future, not to amuse oursel... >

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DEMO UK  
Support Terminal  
9:11 AM on Nov

Appointments

Clients

Marketing

Purchase

Manager

Clock In/Out

Contact Support

🔌 🔒 ⏴

phorest

# The Phorest Online Reputation Manager:

DEMO UK  
Support Terminal  
9:11 AM 09-Nov-2016  
No User

Appointments

Clients

Purchase

Manager

Clock In/Out

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Online Reputation Triggers

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4.2 / 5

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32% Neutral  
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Broken down  
by Google,  
Facebook &  
Yelp!

# The Phorest Online Reputation Manager:

All negative reviews are curated into one place.

**DEMO UK**  
Support Terminal  
9:11 AM 09-Nov-2016  
No User

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- Clients
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### Online Reputation

Triggers

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4.2 / 5

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- 52% Positive
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# The Phorest Online Reputation Manager:

The screenshot displays the Phorest Online Reputation Manager interface. On the left is a vertical navigation menu with options: Appointments, Clients, Marketing, Purchase, Manager, Clock In/Out, and Contact Support. The main area is titled 'Online Reputation' and features a 'Triggers' button in the top right. A central modal window is open, showing a review from Siobhan McCaffrey (6 days ago) with a 5-star rating and the text 'Absolutely disgusted with my hair.' Below the review is a text input field with the placeholder 'Enter your response to the review below' and a pre-filled response: 'We're sorry to hear that, we'd love to have you back in to fix what you don't like? On us!'. At the bottom of the modal are 'Cancel' and 'Respond' buttons. A large purple arrow points from the 'Respond' button towards the right side of the image.

Which you can respond immediately from within your Phorest System



# The Phorest Online Reputation Manager:

The screenshot displays the Phorest Online Reputation Manager interface. On the left is a navigation sidebar with options: Appointments, Clients, Marketing, Purchase, Manager, Clock In/Out, and Contact Support. The main content area is titled 'Online Reputation' and includes a 'Triggers' button. It shows a summary of client feedback: 'Your clients love you!' with a 4.2/5 rating and five stars. An 'Overall Reputation Breakdown' bar chart indicates 52% Positive, 32% Neutral, and 16% Negative feedback. A modal dialog box titled 'Triggers to prompt a review' is open, allowing configuration of when to ask for a review (e.g., 'after 2 reviews' and 'of at least 5 stars') and the ability to 'Add a custom message'. The message text reads: 'Hi there, Thank you so much for leaving such a positive review. It really makes us feel so proud. We would LOVE if you could post it to one of the social networks below. Yours, The Phorest Team <3'. Below the dialog, a list of reviews is visible, including one from Patrick Monaghan with a 5-star rating and a positive comment.

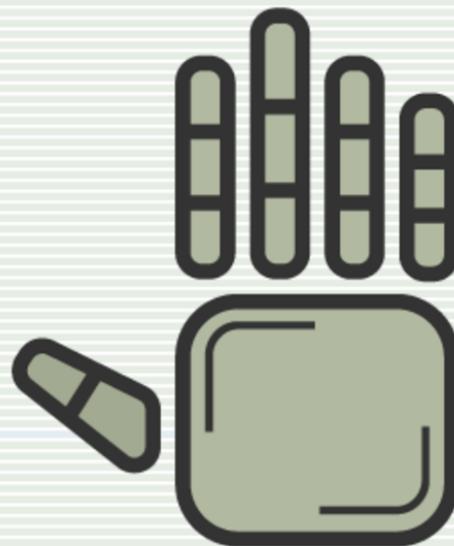
And you can automate this entire process as well!



# Your Digital Reputation



**Manual**



**Automatated**

Your Reputation Is  
Too Important To  
Leave To Chance.



# The 4 Keys For Digital Reputation Success

Quality | Consistency | Patience | Listening



Thank  
you



**@ItsChrisBrennan**  
chris.brennan@phorest.com