



Give Them Something to Talk About-Using Online Reviews to Double Your Business

by
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Short Description of the Presentation:

This is the real life story of how a startup company, doing \$175,000 in gross sales in year one, grossed \$1,196,000 in year three.....using online reviews. Listening to a professional speaker is one thing. Listening to a real contractor "who has done it" is another. You are going to love this presentation.

Why Use an Online Review Model

How Angie's List Works

Tips for Using Online Reviews

Twelve Points of Love

Use of SendOutCards.com (Online card and gift program)

Creating a Paperless System

- Using Goggle Reminders and Calendar System
- Collecting on iPads

FreeLancer.com

- Website design (\$250)
- Logo (\$75)
- Flyers, door hangers, etc.

Yelp

- Very Powerful (pluses and minuses)
- Understanding how it works

Sunshine Bucks

- Customer use
- Technician use
- How Sunshine Bucks affects technician commissions

In-House Tech Training

Service Titan software and Marketing KPI's

- Five (5) things to focus on

Using “Authorized” Google Partners

Theory of 10 x 10 Marketing

