

Control your  
reputation.

Get more  
customers.

92% of consumers research home service  
companies online before choosing one.

BrightLocal

Learn how to use online feedback to turn  
customers into advocates.



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Advertising / Graphic Design & Printing / Website Design and Development

**Adam S. Grant, President** (914) 421-1521 ■ [www.cgiadvertising.com](http://www.cgiadvertising.com)

# On-the-go business reputation management

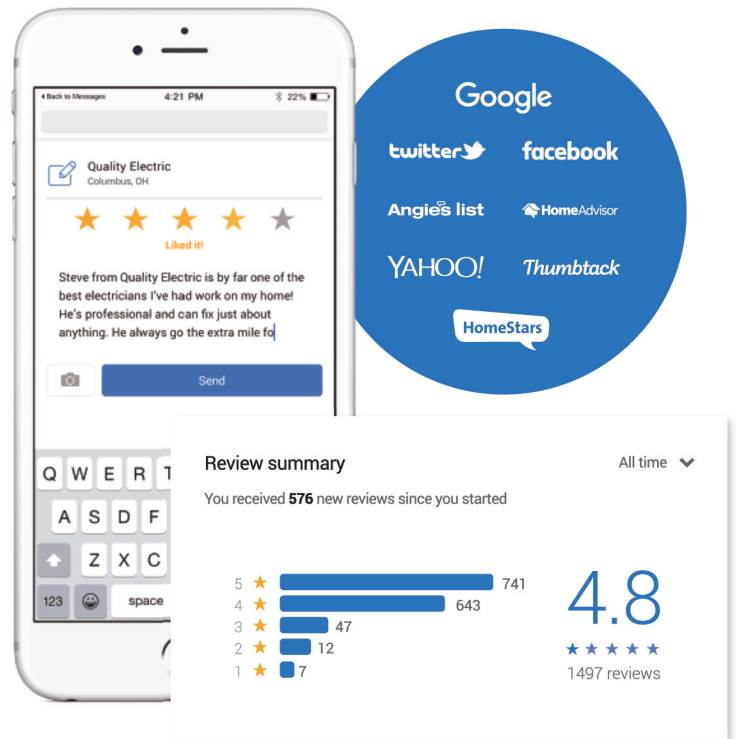
While traveling from home to home, use the mobile app to control your reputation from anytime, anywhere. The app fits the features of the desktop platform in the palm of your hand.

**Automatically send SMS and email review requests to customers**

**Get new reviews on business phones or tablets**

**Monitor activity from review sites with real-time reports**

**Prompt customers to share feedback to top sites like Yelp and Angie's List**



# Rank higher on Google search

98% of searchers choose a home service on page 1 of search results—local listings are the 3rd most influential factor in search engine rankings.

Control all your listings from one place.

**Keep up-to-date, consistent business information (name, address and phone) on 50+ review sites that matter most to your business**

**Update listings from one dashboard to auto-sync changes across the web**

**Personalized business micro-site displays your best reviews, optimized for search engines and indexed by Google**



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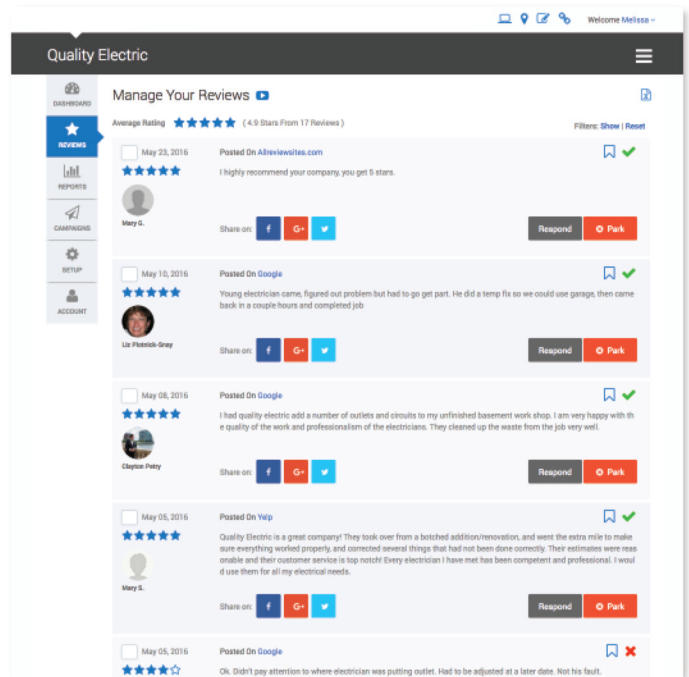
# Manage reviews, boost ratings

Customers are quick to share their thoughts with others after a home service. Monitor your reviews from all the major sites like Google, Yelp, and Facebook--as well top home services sites like Angie's List and HomeAdvisor -- all from one clean dashboard.

**Easily listen and respond to what your customers are saying about you in real-time**

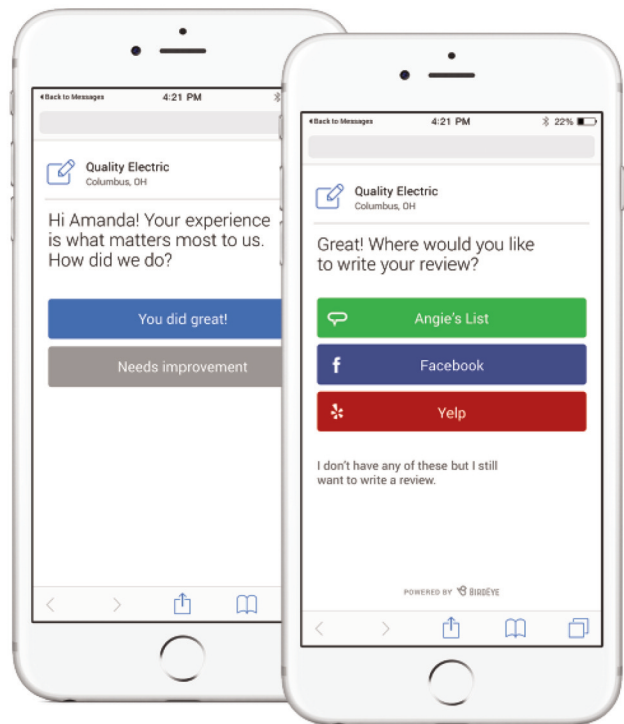
**Receive negative feedback directly through private channels**

**Address customer issues before problems escalate**



# Auto-promote positive customer feedback

Turn customers into advocates! Automatically publish the reviews of your choice on any site you manage -- your website, blog, and social pages like Facebook, Twitter and Google+. Prompt satisfied customers to share feedback to sites that matter to you, like Yelp and Citysearch, amplifying happy customer voices across the web.



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# Features

## Online presence

Create a consistent presence for your business on 50+ websites, and bolster your search engine optimization through a steady flow of real-time customer reviews.

## Automatic new review collection

Gather new reviews from your customers via automated SMS and MMS alerts sent to their mobile devices.

Intelligent deep linking directs them to crucial sites to post on such as Google, Yelp and Facebook. All text messages and emails are customized.

## Review monitoring

Collect your reviews from all the top sites like Google, Yelp, Facebook and Citysearch -- as well as home service industry sites like Angie's List, Home Advisors, Thumbtack and Homestars -- so you can easily monitor what your customers are saying about you in real-time.

## Premium support

Get results quickly with premier customer service.

## Mobile app

Get video reviews via the mobile app, which fits the platform's features in your pocket for on-the-go review management. Available on both IOS and Android.

## Review website

Easily set up a personalized business micro-site displaying all of your best reviews with information about your business -- optimized for search engines and indexed by Google.

## Review distribution

Publish the reviews of your choice on any site you manage -- your website, blog, and social pages like Facebook, Twitter and Google+.

## Review triage

Control your online reputation -- respond to reviews and manage negative reviews. Negative reviews are kept private and confidential.



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# Goals and Additional Benefits

- To engage with customer's reviews **in real-time**, and to solicit new reviews more quickly, very easily, **all from one platform**.
- Monitor how customers are reviewing your business. Where are they posting reviews? Are these conversations impacting the brand? How can we measure this impact? Review management **monitors what customers are saying across 250+ third party sites**, then uses this rich information to engage directly with customers and solve problems – *before* they become problems.
- Monitors all reviews **in one place**, within one easy-to-use comprehensive dashboard
- SMS and/or email alerts when reviews are posted
- Easily respond to customer reviews in real time
- **Manage negative reviews** immediately
- Responses are posted immediately, and automatically posted to third-party sites within the platform
- Email marketing to customers to request reviews, including "drip" emails if reviews are not posted
- Custom SEO-optimized review microsite aggregates all reviews in one place
- This constant stream of fresh, organic content boosts search ranking even further, so customers easily find the microsite when searching for reviews about KBS
- Reviews are "auto-shared" on your website, Facebook, Google+, etc



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