Improving Your Online Reputation & Rating
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Agenda

• Background
• Why Online Reputation Matters
• How to Positively Influence Rating
• Case Study
BACKGROUND

• Integrated marketing firm
• Headquartered in Florida
• Inc. 5000 Fastest Growing Companies

Why Online Reputation Matters
WHY REVIEWS MATTER

SUBPAR ONLINE PRESENCE

• Equivalent to:

Love transit system!

Buses are ALWAYS late!!

Clean, dependable.

Horrible experience. Waste of tax dollars.

Got to appt on time. But avg experience.

Worst transit ever.

Another rider stole my purse. Scum system.

Love how you can purchase tix online.

Would prefer a car but...
WHY REVIEWS MATTER

Simply put...
Online reputation can impact public perception, ridership & funding.
How to Influence Online Rating

**HOW TO BOOST RATING**

*STEP 1:*
- Pick your top review platforms
- Establish an incentive for participation
**HOW TO BOOST RATING**

**STEP 2:**
- Create web landing page with links to these sites
- Psst...make URL easy to remember

www.TransitSystem.org/REVIEW

**HOW TO BOOST RATING**

**STEP 3:**
- Create materials to promote
  - Print pieces for staff/drivers to push on the ground
  - Online ads targeted at current riders
HOW TO BOOST RATING

STEP 4:

• Watch the reviews roll in
  — Respond to ALL reviews (positive & negative)

HOW TO BOOST RATING

PRO TIP:

• Use rider reviews in ongoing marketing

• Target current riders who visited the website with additional calls-to-action
  — Google & Facebook remarketing
HOW TO BOOST RATING

Ad Remarketing Concept:

Case Study
CASE STUDY

THE SITUATION:

• Despite strong performance, trolley had very few online reviews
• Wanted to improve overall ratings

CASE STUDY

GOALS:

• Secure 20 new online reviews in 20 days
• Attain 4+ star rating on all platforms
• Boost overall visibility of system
CASE STUDY

THE APPROACH:

Web Page
BayTownTrolley.org/REVIEW
**CASE STUDY**

**Poster Onboard Vehicles**

**TELL US WHY YOU LOVE RIDING BAY TOWN TROLLEY!**

Show your review to a staff member at our main office and get a **FREE** ride.

Visit BayTownTrolley.org/Review to get started.

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**CASE STUDY**

**Print Piece Biz Card**

**TELL US WHY YOU LOVE RIDING BAY TOWN TROLLEY!**

Write a review about us and get a **FREE** ride.

Visit BayTownTrolley.org/Review to get started.

"One free ride per package. Must show review to main office staff to redeem. Other restrictions may apply."
CASE STUDY
Facebook Ads

CASE STUDY
Google Ad
Web Banners
CASE STUDY

Online Reviews

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CASE STUDY

Online Reviews

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CASE STUDY  

Online Reviews

RESULTS:

• 24 reviews in 20 days

• All platform ratings increased
  – Facebook rating: 4.1 stars
  – Google rating: 4.5 stars
CASE STUDY

SECONDARY BENEFITS:

• 115k online impressions
• Additional 500 website clicks during the 3-week campaign window
• Social engagement soared (100+ comments/shares)
• Caught local commissioner attention

Now What?
Take Action.
NOW WHAT?

TAKE ACTION:

• Take inventory of current online reputation
• Prioritize platforms that matter
• Starting asking riders for reviews!

QUESTIONS?

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