



BRAND SIGNALS & DIGITAL PR: Quickly and easily launch a sophisticated media room for your brand, integrate it into your website and start publishing press releases about your brand and the solutions (products and/or services) you offer. Way better than a blog! Guaranteed pickup from a national network of news, media, radio station and authoritative blog sites! Generate 100's of powerful ranking signals with each PR to boost your online authority and visibility in search! Integrate your Google Business listing, Twitter and Reddit accounts to generate even more ranking signals from these authoritative platforms! Includes up to 5 press releases published per month (\$2500/mo value) (content/writing not included). Don't have a website yet? No problem. Just launch a media room on a domain hosted by our software!

**WEBSITE PRESENCE:** Host your website on a platform that's fast, secure, and easy to use—it's all possible when you combine Google Cloud Platform with WordPress. (\$50/mo value) Website not included. This is website hosting through Google Cloud.

SOCIAL PRESENCE: Schedule content for all of your networks at once, generate new leads and interact with your existing client base – all within the same innovative social media tool which connects to Google Business and Facebook. (\$100/mo value)

**REPUTATION MANAGEMENT:** Bring all of the factors that contribute to your business's online presence in one place, so you can take control of your online reputation and continuously monitor your brand's online reviews. (\$100/mo value)

**CUSTOMER FEEDBACK:** Get the power to gather customer feedback to boost your online star rating and help your business shine. (\$50/mo value)

**LISTING PRESENCE:** Can your customers find you online? Keep your business listing information up to date. This may include changing business hours, delivery options, and more. Many businesses fail in these basic areas of online web presence. (\$50/mo value)

ADVERTISING PRESENCE: Whether ads are promoting your business's availability or creating awareness, Advertising Intelligence provides both Facebook Ads and Google Ads reporting. (\$50/mo value)

**KNOWLEDGE BASE AND HELP CENTER:** provides video tutorials and answers to frequently asked questions to guide and help you maximize the use of this amazing marketing solution!



Digital PR Equation

Gain complete control of your brand's online newsroom



### **NEWS RELEASE AUTOMATION**

Every news release and multimedia content distributed is automatically synchronized and uploaded into your Media Room.



#### **CUSTOM WEB DEVELOPMENT**

Mobile responsive, social integration, multimedia galleries and SEO friendly, Our Media Room adopts industry best practices to improve user experience and spark online discoverability.



#### CONTENT MANAGEMENT SYSTEM

Secure access to our proprietary content management system (CMS) allows you to upload and edit your content on any device, anytime and anywhere.





### One place to stay social

Social Marketing gives your business one place to stay social. Generate leads, schedule ready-to-publish content and, communicate with your followers all from one place. It's social media management made simple.

### Post everywhere from one place

Social Marketing provides one place to publish and schedule posts for all your social account.

### **Engage your followers**

Social Marketing makes it simple to connect with followers. Respond to customers, share ready-to-post content, and build stronger social relationships.

#### Generate social leads

Discover new leads on Twitter and engage them with the click of a button!

### **Mobile-friendly**

Social Marketing works on any device, any time—this means you can post and respond in the moment, and never miss a beat.

### **Features**

- Post calendar
- Ready-to-post content library
- Mobile-friendly

- Lead finder
- All-in-one composer
- Analytics

Reputation management brings all of the factors that contribute to your business' online presence into one place, so you can take control of your online reputation.

74%

of shoppers make buying decisions based on social media.







### Power your online reputation

### Manage your online reputation from one place

Compile reviews from dozens of sites so you can easily see what's being said about your business online. Plus, use competitive benchmarking to see how you stack up to the competition.

### Show up where people are looking

Improve your search rank by identifying online business listings that are inaccurate or missing from essential directories like Google, Facebook, and Bing.

### Hear what customers are saying all over the web

Monitor when your business is mentioned in a variety of sources, including news sites, blogs and social networks.

### Stay informed with automated reports and alerts

Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.

### **Additional Features**

- Competitive Benchmarking
- Employee Monitoring
- Word Cloud

- Trending Keyword
- Executive Report
- Review API

Monitor and manage your online reputation today!

97%

of consumers use the internet find a local business.





### Get found, Gain traffic, Grow revenue.

Establish accurate business listings and appear in more places across the web. Packed with four powerful presence management tools—Google Insights, Listing Sync, Listing Distribution and My Listing—Listing Builder is the most comprehensive business listing solution on the market.



1

### **Google Insights**

Understand how your business is performing on Google Search and Maps. Google Insights in Listing Builder provides a valuable glimpse into your customer's activities, including:

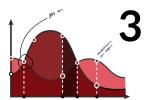
- How customers find your listing
- Where customers find you on Google
- What customers do once they find your listing



### **Listing Sync**

Accurate business listings help search engines and consumers find local businesses online. Listing Sync gives you one place to create and sustain accurate business listings across an established network of over 70 listing sites. With Listing Sync you can:

- Sync to Google, Facebook, and Twitter for no extra charge.
- Generate and fix business listings with one click.
- Make unlimited updates from one place.
- Protect listings from changes by third parties.



### **Listing Distribution**

Listing Distribution allows you to build accurate business listings on the four major data aggregators—Factual, Acxiom, Infogroup and Neustar/Localeze. These aggregators are referenced by over 300 sites. As a result, Listing Distribution helps you:





The Most Comprehensive Business Listing Solution For Local Businesses.



- Improve the likelihood that potential customers find your business in local search.
- Fix inaccurate business info at the core of the problem.
- Broaden your reach and boost your visibility online.



### My Listing

With My Listing, you can easily create a mobile-responsive business listing that is optimized for local search. This customizable listing allows you to:

- Drive more traffic to your website.
- Display your store hours and contact info (so it'll be easier for people to find your business).
- Design and share coupons to generate new revenue.

# Why do you need accurate listings?

Consumers depend on accurate listings when searching for a local businesses online. Incorrect business listings lead to lost sales opportunities, frustrated consumers, and weakened search rankings. In fact, 73% of consumers stated that they lose trust in a brand when an online listing shows incorrect information. Therefore, accurate listings are considered to be an essential component of the local marketing stack.

4/5 consumers use search engines to find local information like business address, hours and directions.

local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours





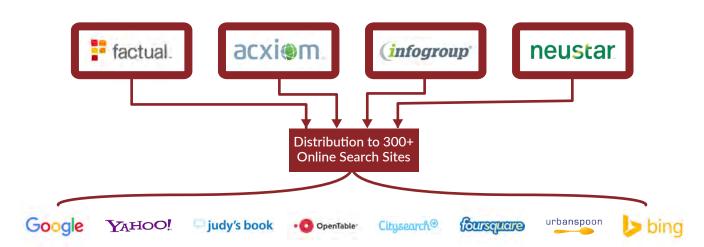
# Improve listing consistency across more than 300 sites.

Listing Distribution submits your business listings to the four major data providers: Factual, Acxiom, Infogroup, and Neustar (Localeze) Together, these data providers are referenced by over 300 online listing directories.

Optimize your listings for three factors that impact local search rank: the number of online citations, the popurality of sources they appear on, and the accuracy and consistency of listing information.

Simply activate your Listing Distribution, and watch as your listings improve over time.





Monitor, manage and build your online reputation today!





### Get accurate, get found.

Accurate business listings help search engines and consumers find local businesses online. The problem is that you don't have the time to create and maintain dozens of business listings. Listing Sync gives you one place to create and sustain accurate business listings across an established network of listing sites.

### **1** Generate and fix business listings with one click

Build a presence on an established network of over 70 search engines, social networks, business directories, and more!





### Make unlimited updates from one place

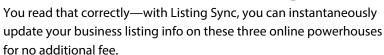
With Listing Sync, you have the power to manage all of of your business information from a single dashboard. Give your customers the guarantee they will always see the most up-to-date information when they search for your business.

## Protect listings from changes by third parties

Competitors, data aggregators, and other third parties can manipulate your business listings without warning. Listing Sync gives you peace of mind by automatically re-establishing the accurate data if anything changes.



# 4 Sync to Google, Facebook, and Twitter for no extra charge





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80% of consumers use search engines to find local information like business address, hours and directions. local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours.



Listing Sync allows you to take control of your business listings and protect your brand online.





Innovative Digital Advertising Technology
That Generates Real Customers

# It's more than just impressions & clicks—it's real customers

Promote your business across search engines, social media, and other websites that are relevant to your customers. At the end of each month, we'll show you the number of phone calls, store visits, and revenue that you've generated. After all, you're not advertising to get impressions and clicks—you're doing it to get more customers.

Target only the best opportunities

Advertising to everyone is expensive and inefficient. Instead, we use cutting-edge technologies to promote your business to a hyper-targeted audience, including competitors' customers, people nearby, past customers, and more—without compromising consumer privacy along the way.

2 Track phone calls and store visits
Closing a sale often starts with customer interactions. With Di

Closing a sale often starts with customer interactions. With Digital Advertising, we track specific keywords in every phone conversation to gauge your customer's intent to purchase (e.g. "make a reservation" or "book a room"). Furthermore, we know when your ads result in actual store visits.

- Focus on revenue

  Don't get sidetracked with impressions and clicks—you want real customers spending real dollars.

  Our monthly reports clarify how much revenue you've generated based on your average customer value.
- Let us take care of it all for you

  Our experienced advertising professionals will take care of all the heavy lifting for you, including creating campaigns, designing graphics, targeting the right people, reviewing data to optimize over time, and generating revenue reports so you know it's working.



# **Customer Feedback Solution**

**Customer Feedback Tool** 



Customer Voice gives you the power to gather customer experiences to boost online star power and drive more business. Win the trust of new customers, collect their valuable feedback and show up where they are looking. Customer Voice is a powerful feedback tool that will have you seeing stars!

### Use happy customers to win new customers

Leverage the voice of your brand champions to improve online word-of-mouth. Invite existing customers to share their experiences online so new customers know they can trust you.

### Collect feedback to better your business

Ensure you're giving customers what they want and expect. Invite them to share their experiences and put their valuable feedback to work.

### Build a targeted presence across popular review sites

Make sure your business reviews show up where your customers spend the most time. Focus on collecting feedback on the review sites that impact your business.

#### Shine in local search

Maximize the SEO benefits of positive customer experiences. Gathering authentic reviews will help you show up in search so new customers can find you.

### Reach customers wherever they are

Customer Voice gives you the exibility to request reviews on the medium that works best for your customers—either text message or email.

### **Features**

- SMS requests
- Email requests
- Request metrics

- Customizable templates
- Customizable review widget
- · Request workflv ows

Nearly
90%
of consumers
say they'll
only consider
using a business
if they have
an average
rating of 3-5 stars.



### **Reputation Management Checklist**

with Actionable Links to Get Things Done

Qı	uick Web Presence Audit
	Do a Google Search of your business name.
	Do a Google Search of your business name + reviews.
	Check the major review sites for pages and reviews of your business.
	Check the major social media sites for pages or comments for your business.
Go	ogle Properties
	Set up Google Analytics
	Check the Google Search Console to ensure your web pages are indexed
	Claim and Optimize your Google My Business Listing
	Set up Google Alerts to monitor new mentions of your business
En	sure Your Visibility Online
	Monitor and manage accurate business listings and citations
П	Claim and optimize your business profiles on social media relevant to your industry
	Claim and optimize your business profiles on Review Sites your customers use
Ma	anaging Online Customer Reviews
	Have a system in place to monitor your online reputation  Chark reviews deily on the review sites that motter reset in your industry.
	Check reviews daily on the review sites that matter most in your industry
	Encourage customers to leave reviews with automated feedback emails  Respond to all reviews - both negative and positive
	Promote your best reviews on your social media accounts and website
	Gather testimonials you can use for YouTube videos or testimonial pages
W	ebsite, Blog and Link Building
	Create web pages that rank high in search results
	Consistently post search engine optimized keyword rich content to your blog
	Guest post on popular blogs to get links back to your website

### Your Online Reputation is Marketing Your Business 24/7

Grow your business and make <u>reputation management</u>, including online review monitoring and a customer review strategy part of your daily business operation. Get more reviews, automate your customer review management and build your online reputation with low-cost services such as <u>Brand Equation</u>.

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