



Welcome

Improving the Score of Your Online Reputation





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

What *not* to do!

How to *improve* your reputation

How to encourage *advocates*

STOP **REACTING**.
COMMIT TO A **STRATEGY** AND
OWN YOUR REPUTATION.

Thought #1
What not to do!



Bribe



**DO NOT
ASTROTURF!**

SOUND TOO GOOD TO BE TRUE?

It probably is!

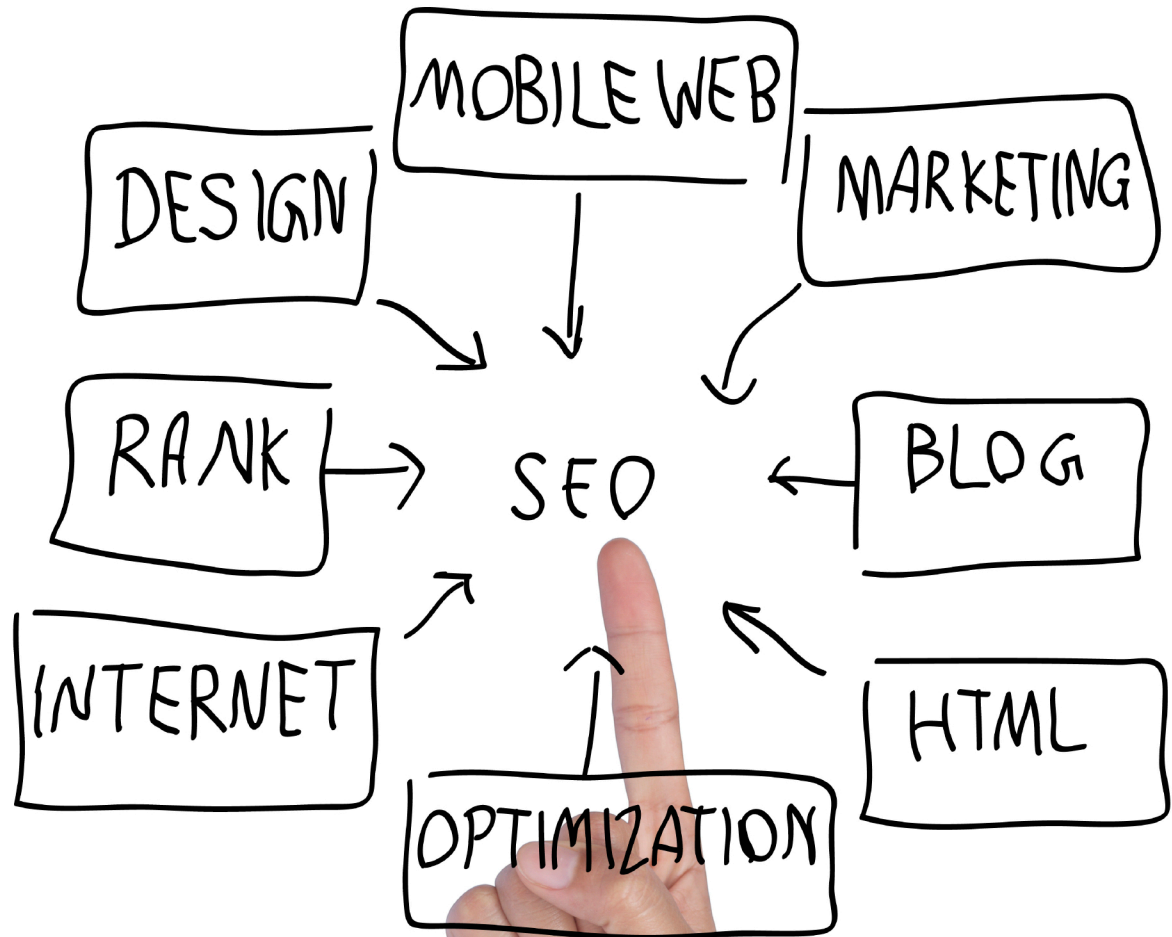
Thought #2

How to improve your reputation

IT IS NOT ABOUT **CONTROL.**

IT IS ABOUT **LETTING GO.**





SERP

search engine results page



**DON'T
FORGET**



MANAGE + ENGAGE

review sites



Advocate Marketing



Thought #3

How to encourage advocates

WHO SELLS YOUR
PRODUCT AND SERVICES?



#1

ENCOURAGE ADVOCATES

Make it easy

#2

ENCOURAGE ADVOCATES

Consider your demographics

#3

ENCOURAGE ADVOCATES

Don't ignore or hide the negative

#4

ENCOURAGE ADVOCATES

Know your resident's problems

#5

ENCOURAGE ADVOCATES

Create an online forum

TAKEAWAYS

What *not* to do!

How to *improve* your reputation

5 ways to encourage *advocates*



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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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rentersvoice.com

epmsonline.com

Upcoming Webinar



The dark side of reputation
management

Thursday, Jan 9

1:00 PM – 1:30 PM CDT

Register at epmsonline.com