

Welcome

Why you should care about reviews



Questions? Chat with us on twitter!

@therentersvoice

#rentersvoice

Topics

- Your educated prospect
- Reputation and trust
- SEO
- Customer insight

Chapter 1

Your Educated Prospect

Digital WOM

Digital Word of Mouth. It is the new marketing paradigm that facilitates the distribution of branding over existing social networks and review sites.

PR Debacle or Social Media Genius



Maker's Mark · 569,039 like this

11 hours ago · 🌟



You spoke. We listened.

Dear Friends,

Since we announced our decision last week to reduce the alcohol content (ABV) of Maker's Mark in response to supply constraints, we have heard many concerns and questions from our ambassadors and brand fans. We're humbled by your overwhelming response and passion for Maker's Mark. While we thought we were doing what's right, this is your brand – and you told us in large numbers to change our decision.

You spoke. We listened. And we're sincerely sorry we let you down.

Perception is Reality

Your reviews and online presence define your reputation

Create

CUSTOMER LOYALTY

- Giving residents a voice creates loyalty
- Residents want to hear from you
- Build the relationship online and offline

Chapter 2

Reputation and Trust



Reputation management is often confused
with **reputation and trust**

Reviews

Breed

Reviews

Do online reviews make a difference?

YES!

Chapter 3

SEO



Google loves customer reviews because
people love customer reviews



townlake of coppell reviews

Web Images Maps Shopping More Search tools

About 4,830 results (0.45 seconds)

Northeast Coppell Apartments | Townlake of Coppell in Coppell, TX ...
www.townlakeapartments.com/

Conveniently located Coppell Texas affordable apartments in Northeast Coppell at Townlake of Coppell, your beautiful new Coppell, Texas apartment home is ...
Score: 12 / 30 · 10 Google reviews · Write a review · Google+ page

215 N Moore Rd Coppell, TX 75019
(469) 293-3254

iResident - Apartment Floor Plans Coppell ...

Townlake of Coppell | Coppell, TX

www.rentersvoice.com/reviews/b/coppell/townlake-coppell

★★★★☆ Rating: 3.6 - 111 reviews

Read Townlake of Coppell reviews. Renter's Voice offers apartment reviews from current residents.

You've visited this page 3 times. Last visit: 3/19/13

Townlake Apartments Ratings, Reviews, Map, Rents, and other ...

www.apartmentratings.com/.../TX-Coppell-Townlake-Apartme...

★★★★☆ Rating: 2.4 - 71 reviews

Ratings & reviews of Townlake Apartments in Coppell, TX. Find the best-rated Coppell apartments for rent near Townlake Apartments at ApartmentRatings.com.

which apartments are better (townlake of coppell or reflections at ...

www.city-data.com > ... > US Forums > Texas > Dallas

Mar 1, 2010 – Townlake of Coppell - 215 N. Moore Rd. Coppell, TX ... you can find them through any of the the apartment/rental websites reviews/ pictures.

Townlake Of Coppell - Apartment Reviews

www.apartmentreviews.net > ... > Coppell Apartments

Read Townlake Of Coppell reviews. Ratings, rentals and maps for Townlake Of Coppell - 215 North Moore Coppell Texas 75019.

Townlake of Coppell Apartments in Coppell, TX | Apartments.com

www.apartments.com/.../Coppell/Townlake-of-Coppell/46227...

RENTER'S VOICE
Apartment Reviews for the Renter, by the Renter

HOME | SEARCH FOR APARTMENT REVIEWS | FAQ | f t g+

Townlake of Coppell

Coppell, TX

★★★★☆ Read 111 reviews Write a review

Location
215 N. Moore Road
Coppell, TX 75019
(972) 393-2500
info@townlakeapartments.com
http://www.townlakeapartments.com

Ratings & Reviews | Locations & Answers

Ratings summary

Overall rating: ★★★★★ 65% 71 out of 111 reviews recommend this apartment.

Overall Value:

Service Quality:

Advanced filters: Star Rating, My Needs, Overall Value, Service Quality, Age, Marital status, Pet

Ranked at the Apartment, Been a Renter, Renter Status

Click on filters to refine your results.

Write a review

What is relevancy sort? Sort by

★★★★★ Best one ever!

I'm not the type of person that writes reviews, but I feel very compelled to write this one out here and the many reasons. I have lived in many apartment complexes for over 10 years, and although I don't have major complaints about any of them, the experience with Post Town Lake Coppell has been truly extraordinary! From the time I call I make to find out about rates and availability, up to the point of moving in here,

February 12, 2012
Pony23
From Coppell, TX, USA
Age: 33 to 44
Marital Status: Single
Pet: No
Ranked At This Apartment.

Recently Viewed

- High page rank
- Large # of reviews
- Excellent rating

How do you Improve your rankings?

- Quantity
- Ratings
- Keywords
- Competition

Chapter 4
Customer Insight

DO YOU “GET” THE *customer experience*

Reviews give you insight about your customer experience.
How can you improve your service?

Increase **SALES**



Understanding your customer and encouraging
online reviews increase sales.

Takeaways

- Understanding DWOM and perception
- Encourage and create customer loyalty
- Develop reputation and trust
- People love reviews so google loves reviews
- Use reviews for customer insight

Questions?

@therentersvoice #rentersvoice

Thank you! Want to learn more?

rentersvoice.com

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