

**Client:** Virtual Assistant Canada - <https://virtualassistantcanada.ca>

**Project:** Write web copy for white label SaaS platform offered by the agency.

**Objective:** The product tour copy needed to clearly illustrate all the features and functionalities of the SaaS platform (Reputation Management), while conveying how each of them would have been useful to the final user/business. The information served as a way to educate visitors on the potential upside and ROI of the platform.

**Copy Excerpt:**

## Reputation Management

### Take Advantage of What Customers Say About You Online

[alternative headlines]

Take Control of the Lens Through Which Customers See You

Listen To and Track What Your Customers Say Online

It's hard to have a full-circle view of how your business is perceived online. It's even harder keeping track of your progress on all those social media platforms. We'll save you the hassle by showing you what people are saying while improving your visibility.

#### Maximize your online presence

We'll help you monitor all your online listings to make sure they are accurate and to spot the ones that are missing. Boost your online presence and consistency to rank at the top of the search results.

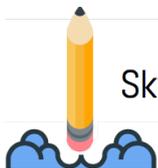
[Learn more about the opportunities you might be missing](#)

#### Keep track of your customers' reviews

People trust online reviews as much as personal referrals. We'll scavenge between millions of comments, testimonials and social media feeds for what your customers say about their experience with you.

[Learn more about how this precious data can help you](#)





### **Collect and manage feedback to grow your revenue**

Customers' reviews drive a big part of your sales online. We'll save you the hard work of gathering and managing them so you'll know where to focus to generate more raving fans.

[Here's how more and better reviews can boost your sales](#)

### **Leave no stone unturned**

Reputation Management helps you dig deep into the most remote corners of the web, to go beyond just official reviews and ratings. We'll find mentions about your business in news sites, blogs, and social networks.

[Learn how to get the full picture of what people are saying about you](#)

### **Keep on top of the competition**

In such a crowded online space it's not that simple to gauge what your competitors are doing. Our competitive benchmarking tracks social activity so you can have an insider look at what's working and instantly apply it to your own business.

[Learn how easy it is to get the competitive edge](#)

### **No need to always be on the lookout. Just wait for our automated alerts.**

We'll send you a notification each time new information is found. Easily configure it to control when it's triggered.

Once a week you'll receive our Executive Report so you won't miss out on anything relating to your online presence and reputation management.

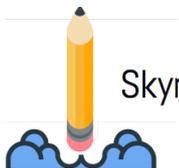
### **(START OF LINKED PAGES)**

**People are looking for your business online...  
why make it harder to find you?**

### **Have the right information out there, ready to be found**

You can easily get lost and forgotten online. If customers can't find the right information about your business in a matter of seconds, they won't bother looking again. You've got to





make sure you are listed correctly and consistently across all directories, social networks and review sites.

With so many potential traffic sources you can easily lose track of where you've based your online presence. One social media profile after the other, and you end up leaving a trail of outdated and inaccurate information online.

With our Reputation Management solution you'll know exactly where you've left these traces. We'll track down targeted sources specific to your business, so you won't waste time looking through a bunch of pointless data.

*You may have heard claims about the 100+ directory and review sites you need to look at to fill in the gaps. Contrary to what most competitors do, we opt for the smart way of doing this. We know how a lot of these sites have duplicated information, so by de-duplicating multiple finds and going after core review sites, we deliver you the most relevant information minus the confusion.*

On average, 2 out of 3 people are looking up businesses online at any given time. There's no doubt about how important and profitable it can be for you to be seen and be found. Let our Reputation Management service help you to:

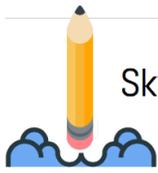
- Track and correct your online listings for consistency
- Make sure your business is listed where your customers are searching
- Deal with missing and incorrect listings after receiving our notification and reminders
- Get on top of local search results thanks to overall consistent data

### **Monitor your customers' opinions and get more happy ones**

#### **Why online reviews matter**

[Seventy-six percent](#) of consumers use online reviews to decide which local business will have their hard earned money. With millions of testimonials, detailed blog articles and comments on Facebook or Twitter, it's clear that people are talking and sharing their opinions more and more online. Their growing trust for online reviews also means that they





need fewer to decide. You have to pay attention if you want to be the one they'll think of next time.

### **How can you make sense of so much data?**

You may get overwhelmed and confused with so many reviews and comments to potentially look at. We want to make it as easier as possible for you to track what people are saying, wherever they talk about your business.

Our system separates the two main categories of online comments into:

- **Structured mentions:** these reviews come from sites like Google or Facebook who rank them with a numerical or star rating.
- **Unstructured mentions:** these are gathered from all around the web in social media, through blogs and news sites, as soon as someone mentions your business.

No need to worry about the how, when or where somebody brings up your business online. We can collect all this feedback and automatically evaluate if it's positive or negative.

### **From reviews to great customer relationships**

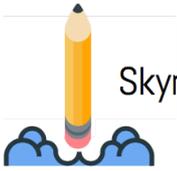
You have the ability to virtually read the minds of your customers online. **Turning bad reviews into more and repeat business** is just a matter of responding back with an explanation or incentive.

When on the other hand you see great reviews from satisfied customers, just share them and **see how word of mouth can increase your bottom line**. All with a click of a button.

In a world where [one negative review can cost you 30 customers](#) you see how important it is to monitor and quickly respond to your customers' online feedback. It doesn't have to be a stressful and endless endeavour. Make it simple with our Reputation Management service:

- Find the hidden review and comment gems you didn't even know existed
- Make your customers happier and improve your image with timely responses
- Learn from the negative feedback





- Win back unhappy customers
- Share your 5-star ratings to reach and win new customers

### **More reviews lead to more sales**

#### **We'll get you all the reviews you need, even if your customers are shy**

Your online reputation is on the line every day. With our Review Generation tool, you'll be able to improve your review scores, climb your way to the top of search results and boost your credibility.

#### **More reviews**

Easily collect positive, useful reviews and feedback. **Learn more**

#### **Better reviews**

Showcase your best reviews on multiple platforms and get new ones from happy customers. **Learn more**

#### **Easier to manage reviews**

Get notified about new reviews, respond and track how customers react. **Learn more**

#### **Integrated reviews**

Have your own private and customizable "review data center". **Learn more**

#### **Reviews are the new business referral**

The fate and revenue of your local business is tied to online reviews. Since [consumers are more likely to share bad experiences](#) over positive ones, it's your job to go after these. And it's a tough one.

Imagine having to consistently reach out to customers and directing them to review sites. Even worse, think of all the time it could take you to keep track of the conversation on so many different platforms and share the best ones on social media.





---

## How we remove the hassle from the equation

### **Email your request to review**

Our Review Generation tool makes it effortless to group or individually contact customers and direct them to any website or landing page.

### **Gather all reviews in one place**

We'll give you the ability to generate and show your reviews with a customizable and mobile-friendly web page.

### **"Fish where the fish are"**

Make it easier for your reviewers to share their opinions on industry-specific review sites

### **Showcase your phenomenal reviews automatically**

Our tool saves you time when it comes to publishing your reviews on your website or landing pages.

### **Get instantly notified**

Easily stay on top of all this by receiving an email notification when a customer leaves a new review on your landing page or widget.

### **Learn how to handle reviews**

Handling positive and especially negative reviews can be tricky. We'll provide you specific tips and action steps you can follow.

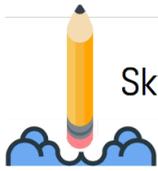
### **Reply to your customer reviews**

You'll never need to leave your dashboard. Responding to feedback from there will send an email notification to the reviewer to let them know.

### **Know what's trending so you can use it**

Our "word cloud" feature lets you easily identify the words and keywords that are being used the most, giving you powerful insights.





---

## **Increase your customer reviews**

Asking your customers for reviews with email and suggesting them on industry-specific sites has never been this easy.

### **Just because they don't do it, it doesn't mean your customers hate leaving reviews.**

The chaos of our day-to-day makes it harder for customers to leave you a review. Our Review Generation emails, landing pages and widgets give you a painless and effective way to remember them. If they have something great to say about you, you won't miss it.

### **Request feedback with single or bulk emails**

Simply sending one email will help you collect hundreds of customer feedbacks at once. Upload a spreadsheet or use single, one-by-one, highly personalized emails to create closer and long-term customer relationships.

### **Give your customers a distraction-free way to leave you feedback**

Gather reviews from a mobile-friendly, dedicated web page, so it'll be a no-brainer for them to leave you feedback, wherever they are.

### **Make your website work for you to collect reviews**

With our widget you'll be able to integrate Review Generation into your own website. Customize it and add it to any page to start attracting feedback, reviews and testimonials like a magnet.

### **The easiest way to get your customer feedback on major review sites**

Our Review Generation system will provide your customers the ability to share their reviews on the most important review sites like Google, Facebook, Edmunds and TripAdvisor. All by simply clicking a link.

**Let Review Generation help you increase sales and build long-term customer relationships by leveraging the power of feedback from your existing buyers.**

- Identify how and where to improve.
- Collect more reviews and promote them on your website.
- Easily engage with reviewers and show them you care.
- Build more human and deeper customer relationships (or restore them).





## **Your best reviews on display, working for you 24/7**

Showcase great customer feedback on review sites, SEO-friendly landing pages and on your own website.

### **Promote feedback where the ROI is higher**

Our Review Generation system will encourage your customers to easily and quickly share their reviews on sites like Facebook and Google. But we don't stop here. We want you get the highest return on your bucks by directing this precious feedback on sites where your specific audience hangs out. Sites like Cars.com and TripAdvisor... Just pick the top networks you want to use and let the magic happen.

### **Dedicated and customizable review showcasing**

You'll have the ability to easily customize the web page you want your potential customers to find. In turn they will be able to read all the great feedback you've collected and make the crucial decision in a branded, mobile-optimized environment they will trust.

### **A great testimonial on your website is worth a thousand words**

With our testimonial widget, you won't have to bother building a page from scratch to show what your happy customers are saying about you. Just paste the HTML code in any of your existing pages, customize the colors and you're good to go.

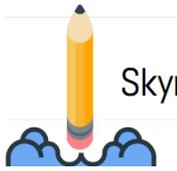
### **Multiply the power of reviews with social media sharing**

Our Social Marketing system helps you easily share positive reviews on social networks like Facebook, Twitter, Google Plus and LinkedIn to make them go viral and reach new customers.

### **How better reviews lead to an increased bottom line**

- Review Generation helps you improve customer feedback ratings.
- In turn more people will see your listings on search engines and click on them.
- You will showcase your confidence in your products and services.
- This will get more prospects to trust you and believe that you are the best solution for them.





## **What do you do with all those reviews?**

Everything you need to easily keep track and respond to customer feedback in minutes, not months.

### **Instantly know whenever a new review is posted**

Get real-time notifications every time a customer leaves a review on your custom landing page or review widget. This gives you the almost “telepathic” ability to follow up with your customers and thank them or dig deep into any issue to fix it.

### **The subtle art of handling reviews**

You’ll not be alone in this. We’ll provide you with practical and easy to apply tips so you know which submissions to share and which ones are best dealt with behind the scenes. You will boost your reputation and protect it at the same time.

### **Your one-stop review management solution**

As soon as you’re taking the first steps in handling your reviews, you will be able to respond to each of them from your Review Management dashboard, the one and only center of operations you’ll ever need.

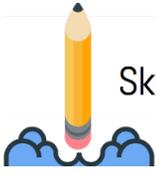
### **We show you, not just tell you what customers are saying**

With our word cloud feature, you’ll clearly see what words get used most frequently in your customer reviews. Imagine the power of the marketing messages you’ll create using their same words. Plus the trending keywords tool will give you a comprehensive idea of how this usage has changed over time.

### **Useful data to get from good reviews to outstanding ones**

We’ll provide you with all the statistics and analytics you need to improve every single aspect of your business. You’ll learn invaluable insights like the average review rating, the number of reviews generated and the percentage of feedback request emails that your customers actually opened.



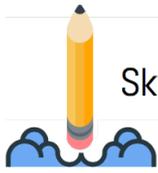


---

## **How managing customer feedback helps you improve their experience and build long-term profitable relationships**

- Responding to customer feedback proactively, makes them happier they bought from you.
- This leads to more trust and more authority for your business.
- Your customer will be increasingly loyal to you and won't hesitate spreading the word.
- Your online reputation will remain immaculate.





## **Flexible APIs to manage your review data**

If you already have your own platform, our APIs will help you integrate all of our Review Management features into it.

### **More than just tools**

Thanks to our powerful APIs (REST and JSON) you will be able to incorporate all the info we provide into your own dashboard and obtain all the useful details you need from your customers, like reviews, review comments, published reviews, trending keywords and statistics.

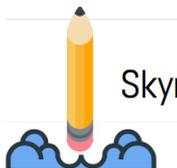
We will provide you with all the necessary guidance and support along the way with straightforward documentation ready for use.

We offer a free customizable dashboard, so no worries if you don't have your own.

### **All your Review Generation features into one single platform**

- Data and insights you would not find anywhere else in one place.
- Completely customize your platform the way it's most useful to you.
- Keep visitors on your page longer.
- Personalize your charts and graphs to have a clearer big picture.





## Your eyes and ears on the online marketplace

### **Track every tweet, blog post and news article under the sun, 24/7**

With millions of tweets and Facebook posts, each one with hundreds of comments where people may have said something about your business, how on earth are you supposed to keep up with it? Our mention monitoring system is the answer.

### **Don't even mention it, we've got you covered**

Our powerful monitoring software is capable of scouring every corner of the web to find and deliver you everything that's been said about your business online. It's as easy as setting up a list of custom searches so you won't have to go out of your way to find these people.

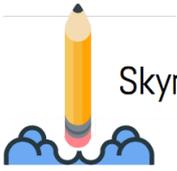
If for example you're selling a particular product, just make sure you plug its name in the search to instantly see what customers think about it. Do the same with your competition and you've got yourself an incredibly powerful marketing weapon. You are the owner and want to see if or how the press is talking about you? Same applies here.

If this wasn't enough, with our sentiment feature you'll get an instant evaluation of each mention to see if it's positive or negative. If a client isn't satisfied, just reach out and proactively win him back. All this information is just a click away.

Imagine a huge crowd at the marketplace, chattering about the products and services they've used, exchanging opinions and forming new ones. The internet is the closest thing to this crowd. With nothing to help you filter and gather all this bits and pieces of feedback that get left around about your business, it's overwhelming if not impossible to make sense of it. We provide you with the system to do it easily and intelligently:

- Whenever and wherever somebody will talk about you business online, you will hear it
- Get an immediate idea of whether your customers are happy or not





## Skyrocketing Copy

---

- Go behind the scenes, far from the official channels to find customers who won't hold back on what they think
- Improve by learning from negative feedback
- Finally a clear idea of who exactly buys from you





## **Your competition won't see it coming**

The times when you simply needed to be smarter than the competition in your flyers or on your storefront window are long gone. Today every business has spread its web of digital properties and campaigns online so thick you'd need a machete to cut through it.

Our Reputation Management system lets you constantly keep an eye on what your competitors are doing on Facebook, Twitter and Foursquare so you can adjust accordingly and consistently do a better job.

### **See how you stack up on search results**

Based on relevant keywords, we'll show you how often your business appears compared to your competitors. It's helpful when you know which areas of your business you don't cover much online. Focusing on these untapped goldmines will help you appear higher for specific keyword terms. And it all saves you hundreds of hours of market research.

### **Competing at the highest levels means being smart about it**

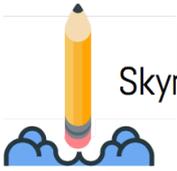
A great thing about social media is the transparency of doing business and promoting a brand. Monitoring all of your competitors would take way too much energy and time, so we thought about that for you. Our system provides data about your competitors' social activity as well as their promotions so you can learn their strategies when it comes to deals, updates and check ins.

### **Don't waste time on data you don't need**

Not all analytics are created equal. Some you may not even need. Local businesses need to know data like what the competitors in their area are doing, their reach and number of weekly followers, post frequency and audience share. We'll cut out the noise to give you only the analytics you need and can use to grow your business.

As a local business you have to keep an eye on your business neighbours. You may be just one new idea and one different strategy or promotion away from taking their place online. And reaching more customers. With Reputation Management, we make it easy and effective to look deep into the web to see what everyone else is doing.





## Skyrocketing Copy

---

- See what people are looking for online in your area, and focus only on those terms that will increase your rankings
- Offer consumers deals they can't refuse by knowing what competitors are doing
- Track how your business is doing on Facebook, Twitter and Foursquare against your stronger competitors

