

The
**BEST
WAYS**
to Nurture
Your Online
Reputation





Marissa Snook

President and CEO

**MOSTSM Program
Administrator**

- ▶ **Personal goal:** Making marketing easy for you to understand and implement
- ▶ President and CEO of **corecubed**
- ▶ Active in public relations and marketing for over 20 years
- ▶ Instrumental in developing and managing **corecubed**'s award-winning MOSTSM program
- ▶ Specializes in digital and content marketing for aging care companies in all stages of growth

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AGING CARE MARKETING



Amy Selle

Vice President

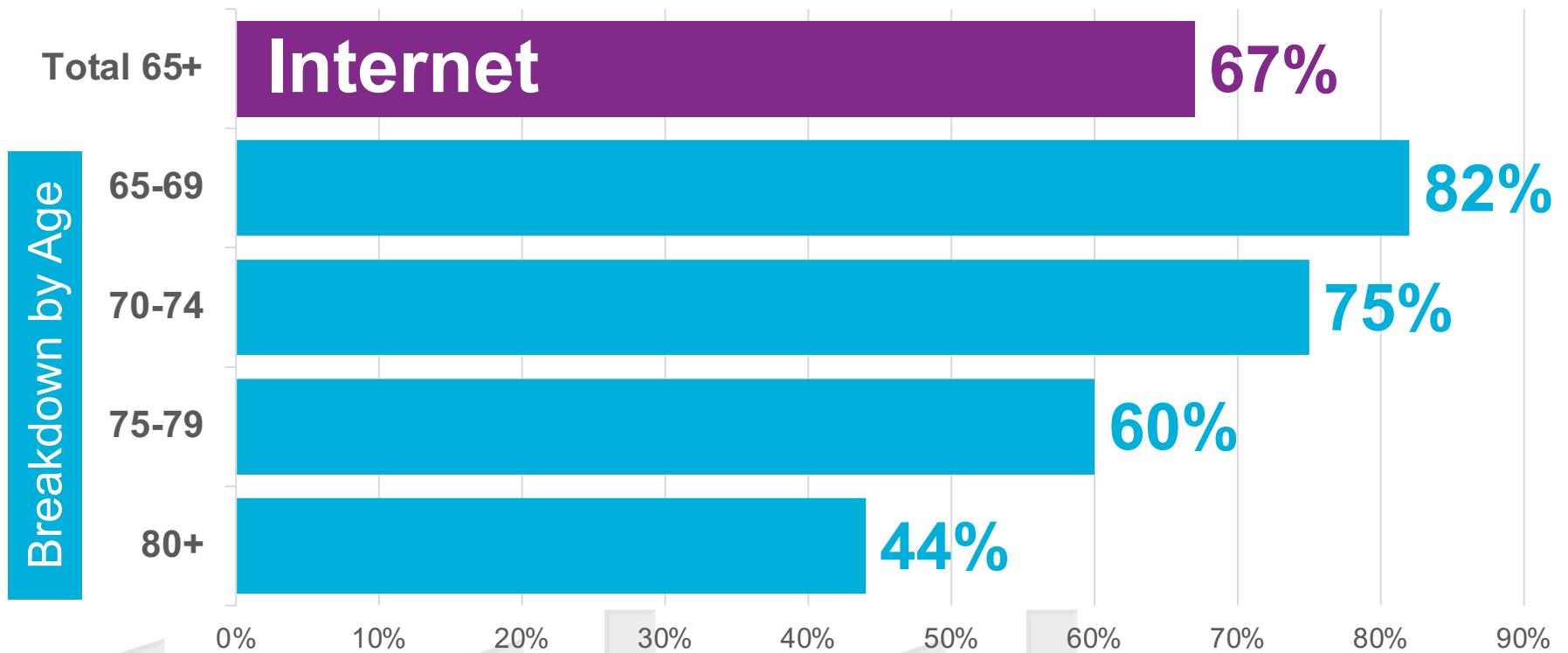
- ▶ Vice President, **corecubed**
- ▶ Award-winning marketer in aging care services since 2001
- ▶ Skilled in marketing, advertising, messaging, content, public relations, branding, website and social media
- ▶ National Mature Media Awards judge: 2015-2021

Agenda

- ▶ Understand why online reviews matter and how it has increased
- ▶ Identify where consumers find online reviews for home care companies
- ▶ Determine how to build reviews and effectively ask for reviews
- ▶ Why you should monitor and respond to all reviews—good and bad
- ▶ Learn what to do when you receive negative reviews
- ▶ Develop a strategy to use positive reviews to build trust, tell your story and ultimately win new business
- ▶ Understand how independent online reviews are different from client and employee survey responses

growth

Older Adults are Regular Users of the Internet



Source: [PewResearch.org/internet/2017/05/17/technology-use-among-seniors](https://www.pewresearch.org/internet/2017/05/17/technology-use-among-seniors)

Why Online Reviews Matter



94% state an online review has convinced them to avoid a business



47.5% of patients trust online ratings/reviews as much as doctor recommendations (46.8%)



74.7% of patients want to see 7+ ratings before trusting them



20.8% use online reviews to verify a trusted recommendation

Top Business Review Sites



Google My Business 73%



Yelp 6%



Facebook 3%

0% 10% 20% 30% 40% 50% 60% 70% 80%

reviews

Sources: [reviewtrackers.com/reports/online-reviews-survey](https://www.reviewtrackers.com/reports/online-reviews-survey)

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Top Business Review Sites

- ▶ **Google** – top review site, **63.6%** of consumers are likely to check Google reviews (via Google Maps and search) before visiting a business location — more than any other review site
- ▶ **Facebook** – reviews matter on your company page and local social groups (you can join / participate in)
- ▶ Focus your efforts on managing and responding to reviews on these top sites
- ▶ Monitor other sites that list reviews: Better Business Bureau and Caring.com



Business Profile / Listings

Add your business profile or claim your listings on all major review sites

- ▶ Review each to ensure correct information is listed
- ▶ Add as much to your profile as you can
- ▶ Be consistent with the same information across all review sites

The screenshot shows a Google Business Profile for "Heaven at Home Senior Care". At the top, there is a header image with a caregiver and a resident, a map showing the location at 623 Londonderry Ln, Denton, TX, and a photo of the facility. Below the header, the business name "Heaven at Home Senior Care" is displayed with the logo. Action buttons for "Website", "Directions", "Save", and "Call" are visible. The profile has a 5.0 star rating from 12 Google reviews. Key information includes: COVID-19 info (heavenathomecare.com), Address (623 Londonderry Ln, Denton, TX 76205), Hours (Open, closes 5PM), Phone ((940) 435-7964), and Appointments (heavenathomecare.com). There are also links for "Suggest an edit" and "Own this business?". The "Questions & answers" section is empty, and the "Reviews from the web" section shows a 4.6/5 rating from Caring.com with 104 reviews. The "Popular times" section shows a peak at 9 AM, which is usually not too busy.

HEAVEN AT HOME SENIOR CARE
Deliver a Higher Level of Care
See photos

Milpa M
Londonderry Ln
Londonderry
See outside

Heaven at Home Senior Care

Website Directions Save Call

5.0 ★★★★★ 12 Google reviews
Home health care service in Denton, Texas

COVID-19 info: [heavenathomecare.com](https://www.heavenathomecare.com)
Address: 623 Londonderry Ln, Denton, TX 76205
Hours: Open · Closes 5PM ▾
Phone: (940) 435-7964
Appointments: [heavenathomecare.com](https://www.heavenathomecare.com)
Suggest an edit · Own this business?

Questions & answers
Be the first to ask a question

Reviews from the web
4.6/5 [Caring.com](#) · 104 reviews

Popular times [?]
MON TUE WED THU FRI SAT SUN
9 AM: Usually not too busy

Website Reviews

Consumers also go to your agency website to find reviews

- ▶ Consider adding a reviews feed or link on the homepage of your website
- ▶ Post employee testimonials on your Careers page
- ▶ Post customer testimonials on your Testimonials page

caregivers, and for seniors across America. HCAOA connects and educates its members, stays on top of the issues, and keeps its members informed. As a member of HCAOA, our agency has access to conferences, resources, and training sessions that allow us to advance our caregiving skills and meet the unique needs of all our clients.

Call us today at (866) 548-1664 to learn more about our Kalamazoo home care services and the Michigan communities we serve. For a full list of the communities we serve, please visit our [Locations page](#).

Contact Us

Client Reviews

Our Job Is Your Happiness

Caring for others isn't just our job; it's our passion. We are a locally owned Michigan home care company that values what home represents and how it makes people feel, and we work hard to ensure all our clients are satisfied with their caregiver and the level of care they receive.



We are also a Home Care Pulse Certified Trusted Provider. What does that mean for you? As a Trusted Provider, we have proven our commitment to our clients' satisfaction by enrolling in the Home Care Pulse® Quality Management Program. Our agency uses Home Care Pulse to gather client feedback so we can meet your needs and improve our service. This means that you have a say in the quality of care you receive and the quality of life that you experience.

Find Out What Our Clients Have to Say About Our Home Care Services

"I am most satisfied with Home Sweet Home. My caregiver is always on time and she is a good worker. She went above and beyond to make sure I was ok when I was sick."

– Sharon L.

"Home Sweet Home is very good. My caregiver is wonderful and knows how to do her job."

– Patricia T.

"Home Sweet Home sends caregivers that provide excellent tailored care for my special needs son."

– Judy D.

"My caregivers are great; they get the job done. It's a pleasure to work with my care coordinator."

– Brian H.

"Home Sweet Home listened to my needs and really paid attention to what I wanted in a caregiver."

– Anya W.

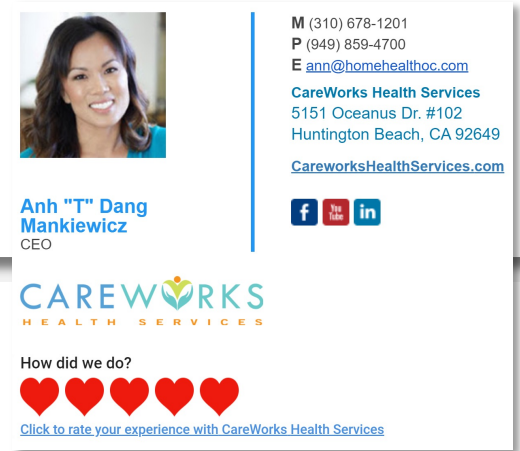
If you are ready to learn more about the care we provide, contact us by calling (866) 548-1664 or click the button to get started with professional senior services. Visit our [locations](#) page for a full listing of the communities we serve.


Contact Us




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Request Reviews


- ▶ Ask for reviews from your satisfied clients, employees and referral partners
- ▶ Studies show that customers are more likely to leave reviews after a positive experience with a business
- ▶ Use an aggregator (a follow-up/review notification service)
- ▶ Regularly ask for reviews:
 - ▶ In your employee email signatures
 - ▶ On your website: direct links to your review listings
 - ▶ In newsletters, eblasts or other regular communications
 - ▶ After a positive phone call
 - ▶ When receiving any positive feedback
 - ▶ In employee communications




M (310) 678-1201
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E ann@homehealthoc.com
CareWorks Health Services
5151 Oceanus Dr. #102
Huntington Beach, CA 92649
CareWorksHealthServices.com

CAREWORKS
HEALTH SERVICES

How did we do?

[Click to rate your experience with CareWorks Health Services](#)

Sources: semrush.com/blog/local-seo-rankings)

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Review Etiquette

When Adding Reviews to Your Website/Social Media:

- ▶ Don't list a person's full name.
- ▶ Be careful about reposting reviews
 - ▶ Review the source website's rules.
 - ▶ When in doubt, don't repost
 - ▶ Provide direct links to the source website's reviews
- ▶ Is it ok to edit the testimonial?
 - ▶ Fix typos or spelling errors **OK**
 - ▶ Shorten it, so long as it doesn't change the reviewer's intent **OK**
 - ▶ Embellish it and/or add anything that changes the reviewer's original intent **NOT OK**

Monitor Your Reviews

- ▶ Regularly search review sites and social media for new reviews
- ▶ Utilize a paid service that monitors all of the review sites for you
- ▶ Set up a Google Alert for your agency name ([google.com/alert](https://www.google.com/alerts))
- ▶ Use a paid service that monitors social mentions



Respond to Your Reviews – Both the Good and the Bad!

45%

Consumers more likely to visit business that responds to negative reviews

ReviewTrackers, Online Reviews Survey

53%

Consumers expect businesses to respond to negative reviews within a week

ReviewTrackers, Online Reviews Survey

97%

Of consumers that read reviews, read businesses' responses to reviews

BrightLocal, Local Consumer Review Survey

SUCCESS

Review Harassment

- ▶ In general, it is best to respond to each negative review with empathy and an invitation to discuss the matter further offline.
- ▶ On Facebook, you can block certain people from posting to your page or you can turn your reviews feature off
- ▶ If foul or abusive language is used in the review, appeal to the source website to remove the review.

Negative Reviews

When You Receive a Negative Review...

- ▶ Respond quickly and professionally while keeping HIPAA in mind
- ▶ Do not get defensive
- ▶ Demonstrate that you care
- ▶ Explain your agency's best practices
- ▶ Attempt to resolve the issue offline
- ▶ Then try to get more positive reviews!

Leverage Your Positive Reviews

- ▶ Think of positive reviews like winning an award. Where would you post about an award?
 - ▶ Add to the testimonials page on your website
 - ▶ Create a graphic and post on social media
 - ▶ Post in your recruitment materials
 - ▶ Post in your eNewsletter or print newsletter
 - ▶ Post in your print marketing materials



SUCCESS

Build Trust, Tell Your Story and Ultimately Win New Business



CCM
CONTINUUM CARE MANAGEMENT LLC

Trusted Guidance and Support Through Life's Constant Changes
Whether you're faced with disability needs, illness, dementia or injury, we can help.

About Our Care Managers
Catharine Matthews, RN, BSN, CCM, Director of Care Management, oversees our exceptional care management team of professional nurses and social workers.

Catharine is an advanced professional member of the Aging Life Care Association and has almost two decades of experience as an RN, caring for those with complicated medical histories, dementia, and psychiatric illness. Her calming demeanor and caring nature put families at ease, providing comfort, reassurance, and the solutions needed.

Darby McMillen, BSW, Care Manager, has loved the St. Louis area since attending college at SIU-E. After graduating with a degree in social work, Darby has spent the past 16 years providing case management services and enjoys helping others reach their personal goals and live their lives to the fullest.

What Our Clients Are Saying
We can't say enough about what you have meant to Linda and me. The care you have given us is amazing. The peace of mind has allowed us to live a wonderful life. We thank you and CCM so much.
— Fred and Linda P.

At the time I used the services of Continuum Care Management, my 93-year-old mother had suffered three falls, each one progressively worse. The Care Managers (at CCM) are professionals with excellent communication skills who take initiative when appropriate. I honestly don't know what I would have done without this service. Having time to do research and make plans in a reasonable time frame enabled us to make the best decision about our mother's care. So, I am very grateful that we found Continuum Care Management, and recommend them highly.
— Susan K.

Call (314) 686-4465 to arrange a no-obligation home visit and we'll develop your care plan for a better tomorrow.

CCM
CONTINUUM CARE MANAGEMENT LLC
CCM is part of the Continuum Family of Services.



At Home Independent Living Inc

Website | Directions | Save | Call

5.0 ★★★★★ 6 Google reviews
Home health care service in Camillus, New York

Address: 4464 Milton Ave, Camillus, NY 13031
Hours: Open 24 hours
Phone: (315) 579-4663
Appointments: athomeindependentliving.com

Suggest an edit · Own this business?

Questions & answers
Be the first to ask a question

Popular times
MON TUE WED THU FRI SAT SUN
12 PM: Usually as busy as it gets

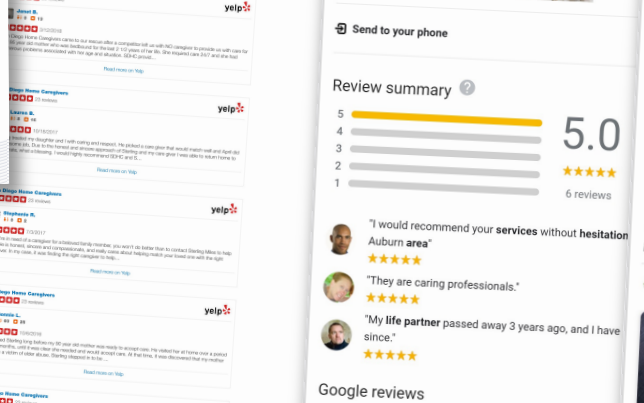
Reassurance: San Diego State shows an upward trend that makes this family member. More on DataLix experience and

Meeting Your Needs, Exceeding Your Expectations
At San Diego Home Caregivers, we strive to provide the highest quality care which going the extra mile to ensure you feel not just cared for, but cared about. But the truest measure of the quality of our senior care services comes from our clients themselves. We're pleased to share a portion of the praise we've received from clients and families whose lives have been transformed.

"People Love Us On Yelp!"
2019 AWARD RECIPIENT

San Diego Home Caregivers
5 stars 10 reviews
I've been using San Diego Home Caregivers for several years now. They are professional, reliable, and provide excellent care. I highly recommend them to anyone looking for home care services.

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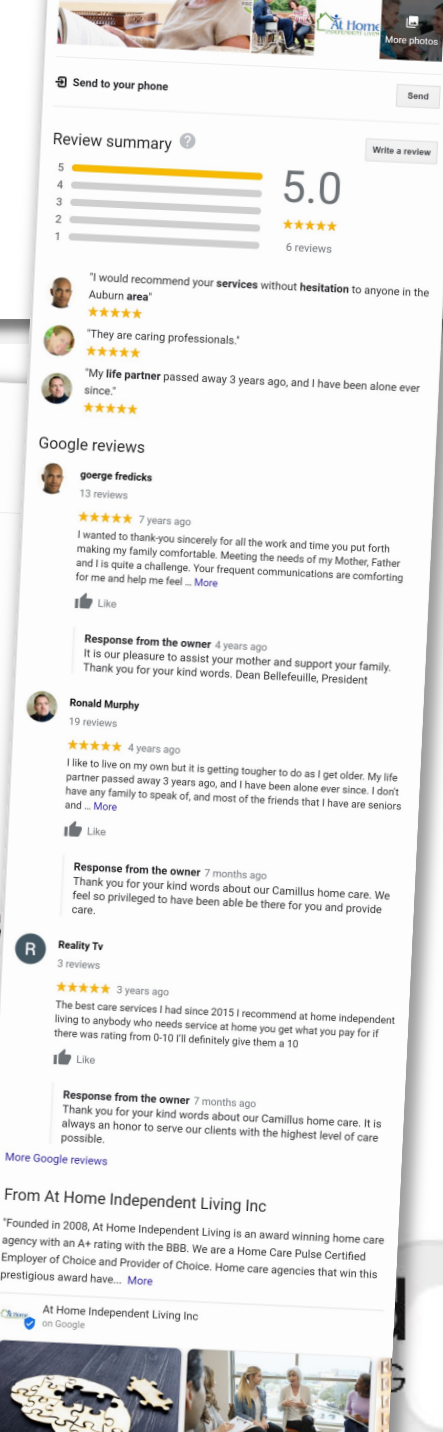
Review summary
5.0 ★★★★★ 6 reviews

"I would recommend your services without hesitation Auburn area" ★★★★★

"They are caring professionals." ★★★★★

"My life partner passed away 3 years ago, and I have been alone ever since." ★★★★★

Google reviews



Send to your phone

Review summary
5.0 ★★★★★ 6 reviews

"I would recommend your services without hesitation to anyone in the Auburn area" ★★★★★

"They are caring professionals." ★★★★★

"My life partner passed away 3 years ago, and I have been alone ever since." ★★★★★

Google reviews

george fredicks
13 reviews
★★★★★ 7 years ago
I wanted to thank you sincerely for all the work and time you put forth making my family comfortable. Meeting the needs of my Mother, Father and I is quite a challenge. Your frequent communications are comforting for me and help me feel... More

Response from the owner 4 years ago
It is our pleasure to assist your mother and support your family. Thank you for your kind words. Dean Bellefeuille, President

Ronald Murphy
19 reviews
★★★★★ 4 years ago
I like to live on my own but it is getting tougher to do as I get older. My life partner passed away 3 years ago, and I have been alone ever since. I don't have any family to speak of, and most of the friends that I have are seniors and... More

Response from the owner 7 months ago
Thank you for your kind words about our Camillus home care. We feel so privileged to have been able to be there for you and provide care.

Realty Tv
3 reviews
★★★★★ 3 years ago
The best care services I had since 2015 I recommend at home independent living to anybody who needs service at home you get what you pay for if there was rating from 0-10 I'll definitely give them a 10

Response from the owner 7 months ago
Thank you for your kind words about our Camillus home care. It is always an honor to serve our clients with the highest level of care possible.

More Google reviews

From At Home Independent Living Inc
"Founded in 2008, At Home Independent Living is an award winning home care agency with an A+ rating with the BBB. We are a Home Care Pulse Certified Employer of Choice and Provider of Choice. Home care agencies that win this prestigious award have... More

At Home Independent Living Inc on Google



Our Gift to You

▶ Download Our “Top Tips for Making Online Reviews Work for Your Agency”

▶ bit.ly/HCP22

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Top Tips for Making Online Reviews Work for Your Agency

Get More Online Reviews

- Always ask happy clients, referral sources and employees for reviews
 - In your email signatures
 - On your website
 - In newsletters, eblasts and other regular communications
 - In a follow-up email after a positive phone call
 - In employee communications
- Use an aggregator service like RISE that monitors reviews and follows up with people you want to leave a review
- Make it easy for people to leave a review
 - Provide direct links to Google, Facebook, Caring.com or other places you want people to leave you a review

Leverage Your Positive Reviews

- Add to your testimonials page on your website and feature a few reviews on your home page
- Create a graphic and post on social media
- Post in your recruitment materials
- Post in your enewsletter or print newsletter
- Post in your print marketing materials

Turn Your Negative Reviews Around for Good

- Respond quickly and professionally
- Do not get defensive in your reply
- Demonstrate that you care about the issue
- Explain your agency's best practices
- Attempt to resolve the issue offline by inviting the reviewer to call the office – demonstrate that you are actively trying to fix the problem and promise a better future result
- Don't reply online more than twice to a review
- Remember not to reveal any private information that would violate HIPAA laws

corecubed can help your home care agency maximize your online reviews! Contact us anytime at **800.370.6580 x1**, email us at info@corecubed.com, or visit us online at corecubed.com to start the conversation with our senior care marketing experts!



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corecubed.com • MOST4YourMarketing.com • MarketHomeCare.com



consulting

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