

The Importance of Reputation Management

Creating sales opportunities from online customer reviews



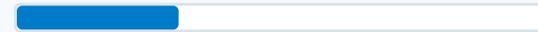
Reviews Should Make You Money, Not Cost You Money

Dealers have long talked about the importance of online reviews... almost as long as dealers have talked about how tough it is to measure the ROI on reviews! In 2021, with digital moving from nice-to-have to need-to-have, it's important for dealerships to look past managing their online reputation and focus on connecting it to a measurable ROI.

It's no secret that positive online reviews are important



79% of consumers trust online reviews as much as a personal recommendation¹



31% of consumers visit a local business after reading a positive online review¹



87% of consumers read online reviews for local businesses in 2020 - up from 81% in 2019¹

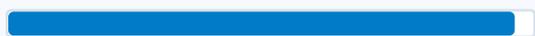


70% of consumers only pay attention to reviews written in the last month¹

¹ <https://www.brightlocal.com/research/local-consumer-review-survey/>



How you respond to reviews is equally important



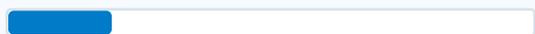
96% of consumers who read online reviews also read the responses¹



69% say they are more likely to use a business that has responded to their positive reviews¹



70% are more likely to use a business that responds to negative reviews¹



When writing a review, 20% of consumers expect to receive a response within one day¹

Integrate reviews directly into your website, so customers can see you are a trustworthy dealer without needing to leave your page. Car shoppers are 90% more likely to visit your website and 5.3 times more likely to visit your dealership if you have positive reviews online².

Your reputation matters! Make sure you choose your reputation management partner wisely to ensure you are maximizing all your online opportunities.

Generate more online reviews

Dealers that have used reputation management over the past 5 years have tried many things including: sales reps sending reviews, manually asking for reviews, admins calling to ask for reviews, and paying for reviews. Those tactics yield mixed and inconsistent results.

Years later, there's one fundamental that the best dealership reputation managers do: automate their review generation process. The responses should be personalized, but dealers should choose a solution that generates reviews automatically.

[Don't take our word for it, hear it from one of our happy customers](#)

¹ <https://www.brightlocal.com/research/local-consumer-review-survey/>

² <https://v12data.com/blog/59-auto-shoppers-choose-dealership-based-reputation/>

Use reviews to generate quality leads

Reputation management platforms cost money, but unless they're generating a lead, can you measure the ROI they provide? Don't just show reviews for the sake of it. Utilize them appropriately to generate opportunities.

Reviews can provide measurable ROI when they are part of a user flow that guides customers to complete a trade-in or credit lead.

Leveraging reviews to generate leads helps you transform your review generation process into a revenue generating centre.



See what our customers have to say about us

 4.5  2258 reviews

 3.5  1003 reviews

 4.0  1092 reviews

What's my trade-in worth?

Get a free trade-in estimate instantly.

[Get started](#)

Average trade-in range



Next steps: Can I get financing?

Don't worry, this won't affect your credit score.



[Check your credit score](#)

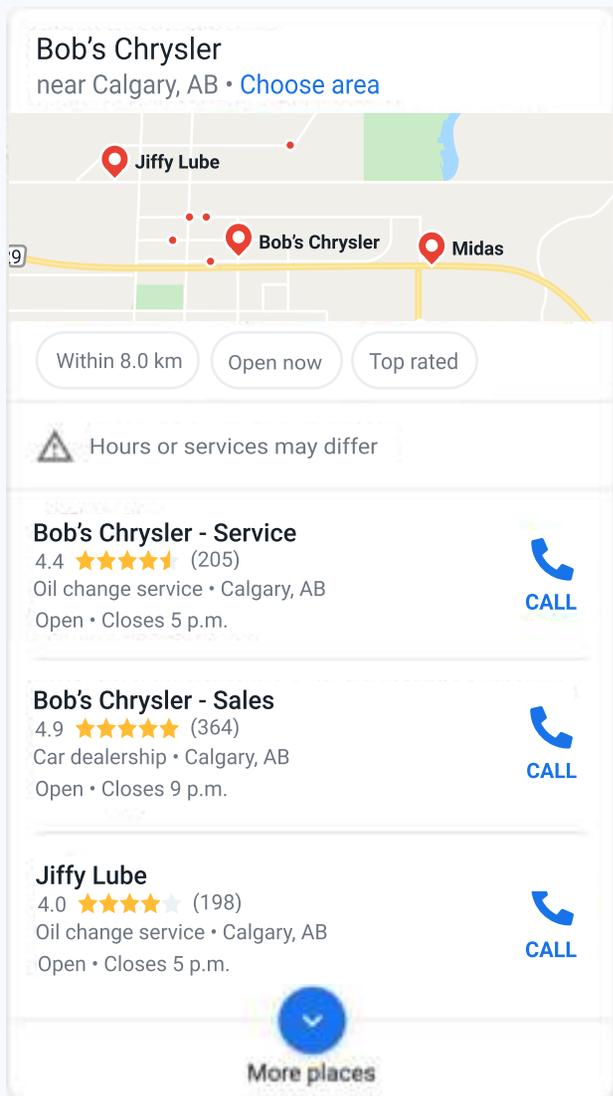
Your credit results

A

A 801 - 900 Super Prime

B 761 - 800 Prime Plus

C 721 - 760 Prime



Drive service and F&I profits

Imagine you were a professional searching Google for a place to get an oil change at 7:30am or 8:10am. If they Googled your dealership, does your Google My Business page tell this potential service customer that you're closed because your service and sales departments have different hours?

Use a solution that empowers your dealership to manage multiple Google My Business pages at once, helping you drive business to your service and parts departments and body shop; not just your sales floor.

“AutoVerify is our #1 lead source by far – it’s where 34% of our leads come from!”

Mike Beernink, Managing Partner, Finch Chrysler

Partnering with the right reviews provider helps you use your stellar online reputation to help turn online car shoppers into car buyers.

Learn more about AutoVerify Reviews at www.autoverify.com.