

Reputation Management

& and Digital
Communication in
the time of COVID



Featuring stories
of local thought
leaders



Emily W.

Senior Field Marketing Manager + Small Business Expert

emilyrw@yelp.com



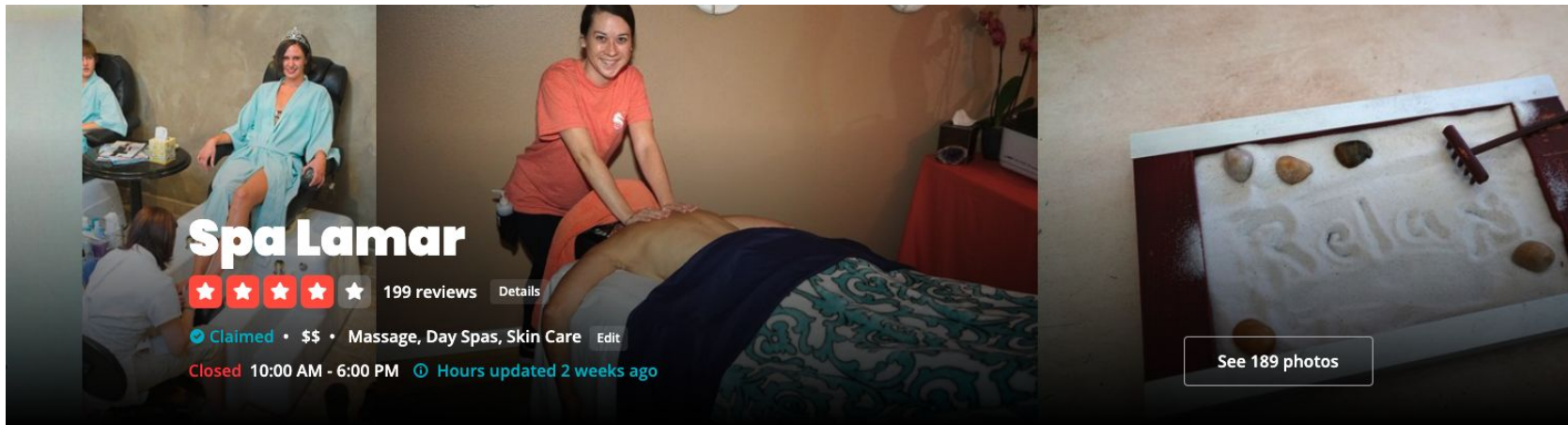
EMAIL ME!

Ok, so let's talk about 2020

**Business owners have been especially
challenged ...**

And incredibly resilient





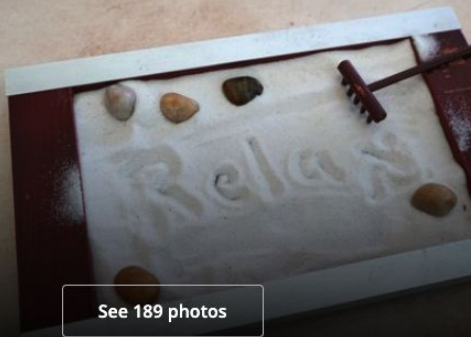
Spa Lamar



199 reviews [Details](#)

[Claimed](#) • \$\$ • [Massage, Day Spas, Skin Care](#) [Edit](#)

[Closed](#) 10:00 AM - 6:00 PM [Hours updated 2 weeks ago](#)



[See 189 photos](#)

[Write a Review](#)

[Add Photo](#)

[Share](#)

[Save](#)

COVID-19 Updates

[Edit](#)

"A lot has changed this year, but our passion to provide a safe space of rejuvenation has never been stronger. We may not be using communal robes towels and sandals these days but you are welcome to bring your own. Taking care of ourselves and each other is more important..."

[Read more](#)

Posted on October 1, 2020

Updated Services

[In-person visits](#)

Health & Safety Measures Based on info from the business or our users

- [Social distancing enforced](#)
- [Staff wears masks](#)
- [Masks required](#)
- [Hand sanitizer provided](#)
- [Sanitizing between customers](#)

Request an Appointment

Response time
40 minutes

Response rate
100%

[Request an Appointment](#)

123 locals recently requested an appointment

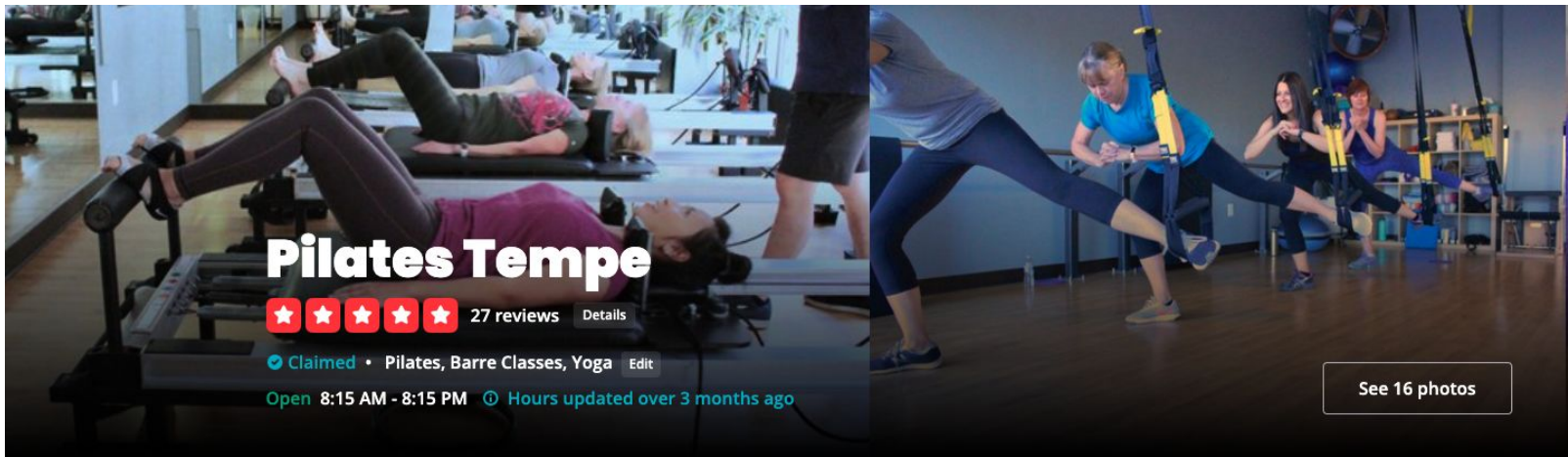
Have the business call you

[Request a Call](#)



FREE aromatherapy upgrade

[Call for details](#)



See 16 photos

★ Write a Review

📷 Add Photo

📄 Share

🔖 Save

COVID-19 Updates

Edit ✎

"Due to the COVID-19 situation, our studio will be closed until further notice. We are offering virtual livestream classes you can access by visiting our website."

Posted on March 28, 2020

Updated Services

✔ Virtual classes

Services Offered

Virtual Classes

Request Information

This provider has not enabled messaging on Yelp. Request information from other similar providers.

Request Information

pilatestempe.com



(480) 820-7200



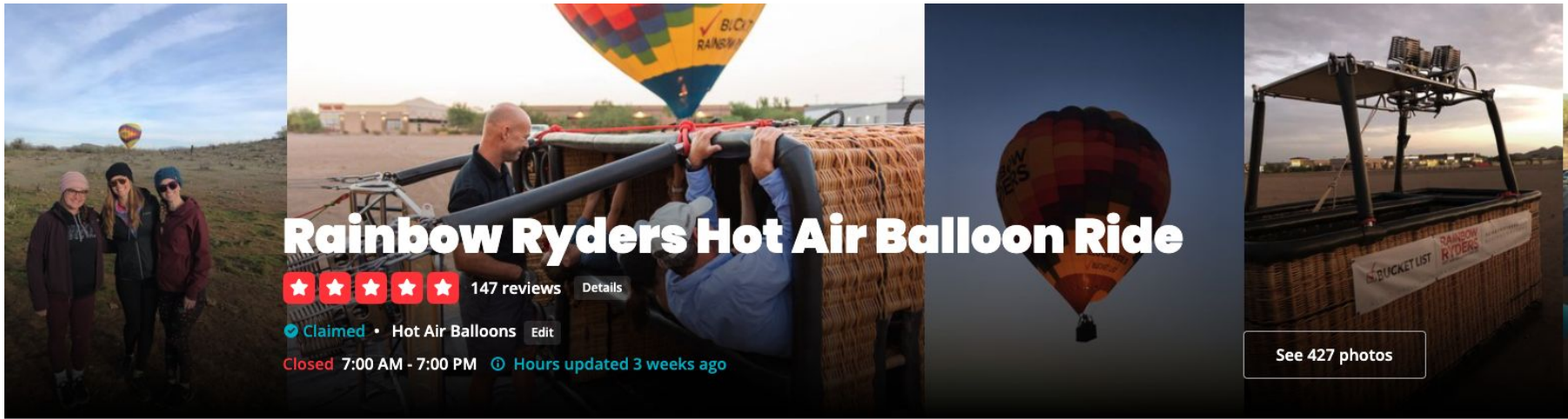
[Get Directions](#)

8729 S Kyrene Rd Ste 110 Tempe, AZ 85284



You Might Also Consider

Sponsored ⓘ



Rainbow Ryders Hot Air Balloon Ride

★ ★ ★ ★ ★ 147 reviews [Details](#)

✔ Claimed • Hot Air Balloons [Edit](#)

Closed 7:00 AM - 7:00 PM [Hours updated 3 weeks ago](#)

[See 427 photos](#)

- [★ Write a Review](#)
- [📷 Add Photo](#)
- [📤 Share](#)
- [🔖 Save](#)

COVID-19 Updates

[Edit](#)

Updated Services

✔ In-person visits

Health & Safety Measures Based on info from the business or our users ⓘ

- ✔ Staff wears masks
- ✔ Contactless payments
- ✔ Masks required
- ✔ Hand sanitizer provided
- ✔ Sanitizing between customers
- ✔ Temperature checks

Review Highlights

rainbowryders.com

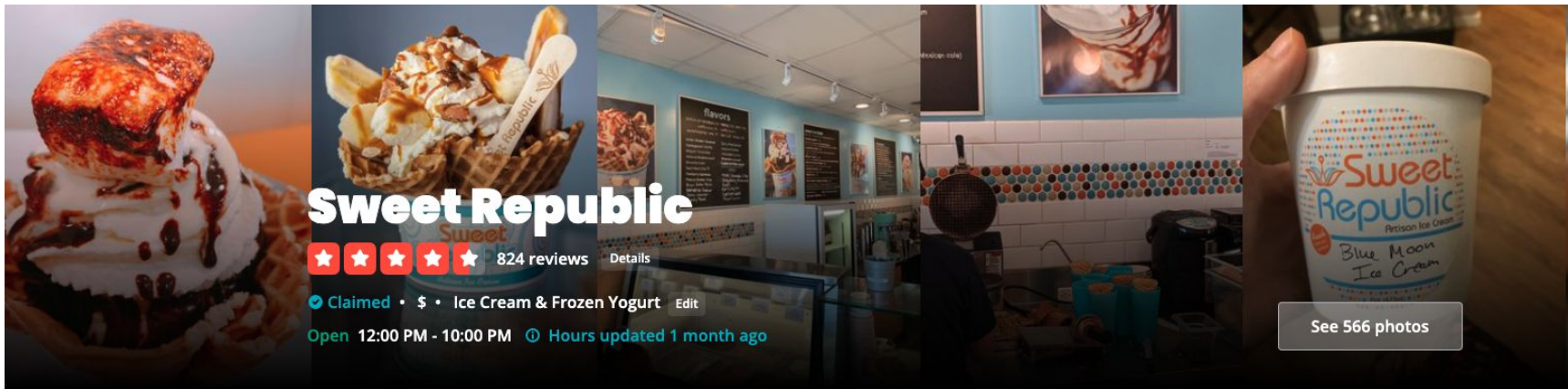
(480) 299-0154

[Get Directions](#)

715 East Covey Ln Phoenix, AZ 85024

1 free champagne flute per passenger

[Send to your Phone](#)



Sweet Republic



824 reviews [Details](#)

✓ Claimed • \$ • Ice Cream & Frozen Yogurt [Edit](#)

Open 12:00 PM - 10:00 PM [Hours updated 1 month ago](#)

See 566 photos

★ Write a Review

📷 Add Photo

🔗 Share

🔖 Save

COVID-19 Updates

[Edit](#) ✎

"We're open for takeout and delivery Sun-Thu 12pm-10pm and Sat-Fri 12pm-11pm. Get 10% off pickup orders placed online with code Yelp 10 at: sweetrepublic.square.site"

Posted on May 25, 2020

Updated Services

- ✓ Delivery
- ✓ Takeout
- ✓ Curbside pickup

Health & Safety Measures Based on info from the business or our users ⓘ

- ✓ Social distancing enforced
- ✓ Masks required

Review Highlights

Order Food

Delivery Takeout

\$2.99+ fee | \$0 min | 30-40 mins

Delivery address
5000 N Clark St, Chicago, IL 60640

Start Order

sweetrepublic.com [🔗](#)

(480) 248-6979 [📞](#)

[Get Directions](#)
9160 E Shea Blvd Ste 105 Scottsdale, AZ 85260 [📍](#)

Creative and efficient revenue sources

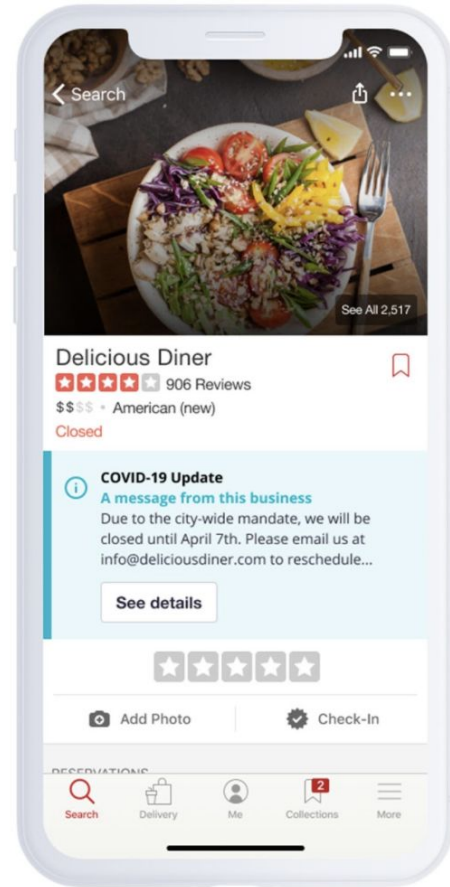
- **Gift cards and prepaid options**
 - **Technology to manage carry-out / curbside pickup**
 - **Sell large volumes of signature items**
 - **Retail products (branded apparel, swag)**
 - **Virtual classes / consultations**
-

Communication

- **Create a clear, concise and consistent message**
 - **Operational information : hours, menu, carryout/delivery platforms, offerings**
 - **Spread across all platforms that list your business info**
 - **Website, Yelp, Social Media Platforms**
 - **Photos and video**
-

COVID-19 banner update

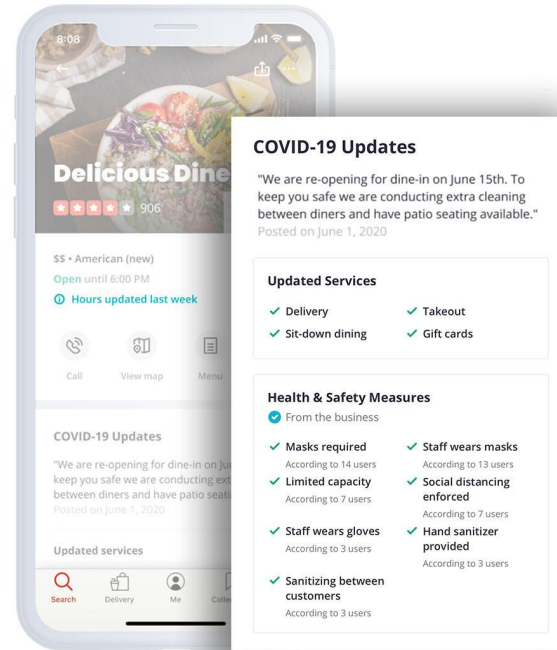
During these challenging times, businesses are adapting and making rapid changes. To help businesses easily communicate with their customers, a COVID-19 update banner is being displayed at the top of all Yelp Business Pages. You can edit this alert to communicate specific updates about your business's response to COVID-19.



Coronavirus Safety Measures

Indicate the safety measures your business is taking to keep your staff and customers safe.

Some of these safety measures will be the differentiating factor for a consumer.



Spread that message across all platforms

- **Your website**
 - **Your Yelp listings**
 - **Your social media platforms**
 - **Your local community websites/resource boards**
-

PLEASE READ OUR LATEST INFORMATION REGARDING OUR COVID-19 SAFE PRACTICES HERE

BOOK NOW

GIFT CARDS

SPECIALS

1-800-725-2477



BOOK FLIGHT

PRE FLIGHT

SHOP FLIGHT GEAR

ABOUT

CONTACT US + MAPS

ALBUQUERQUE



PHOENIX



COLORADO SPRINGS



FESTIVALS



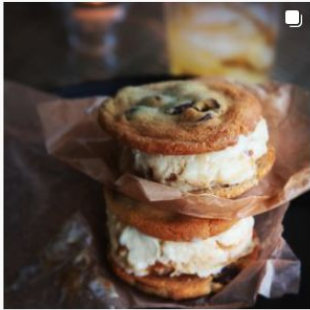
DISCOVER THE WONDER OF FLIGHT WITH THE **PREMIERE RIDE OPERATOR OF THE SOUTHWEST**

RAINBOW RYDERS

HOT AIR BALLOON RIDE CO.

COVID *safe practices*

DETAILS HERE



sweetrepublic • Follow ...

sweetrepublic This is the last week to order \$55 3-course meals for two from @jbfwomenofaz!

We've paired up with @ilovefatox (Clam Chowder) and @themarketbyjen (Bolognese). Our dessert is Banana Toffee Pudding ice cream sandwiches.

Deadline to order is Wed 10pm.
1d

phoenix_eats Was so good last night 🍷
1d Reply

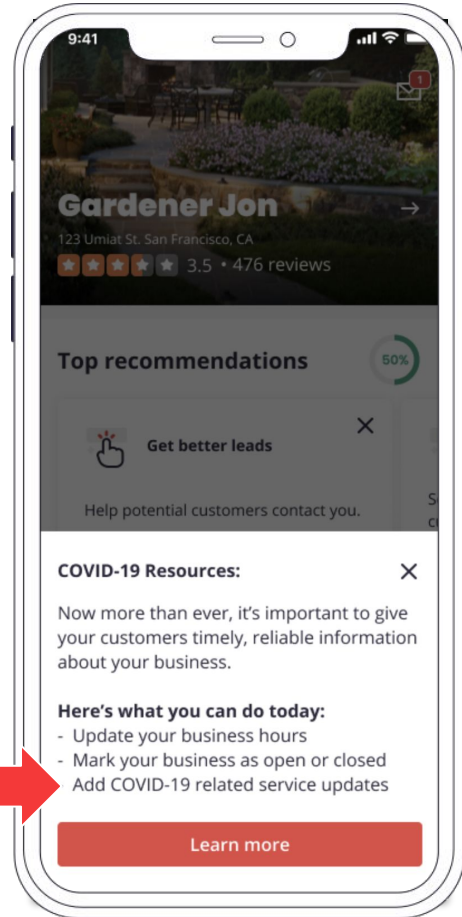
148 likes
1 DAY AGO

Add a comment... Post

COVID-19-related Service Offerings

We've launched the following virtual service offerings for nearly 700 business categories:

- Virtual classes
- Virtual consultations
- Virtual tasting sessions
- Virtual tours
- Virtual experiences
- Virtual performances





Get to Know Us

Services

Class Schedule

Shop

Contact

ON DEMAND

Pilates Tempe On Demand

Workout with us whenever you want, wherever you are.

TRY FOR FREE

\$20/month after 7-day free trial. Cancel online anytime.



pilatestempe Follow

370 posts 312 followers 414 following

Pilates Tempe
Pilates Studio-Tempe, AZ
50+ Weekly Classes | Pilates, Yoga, Barre, TRX +MORE!
Livestream + Personal Training
Small Classes
On Demand
linktr.ee/PilatesTempe



Updates



Merch



Teachers

POSTS TAGGED



[CLICK HERE FOR ONLINE ORDERING](#)

[CLICK HERE TO PURCHASE GIFT CARDS](#)



Gilbert, Arizona

Let's talk about free tools & reputation management

... to expand your reach and grow your customer base!



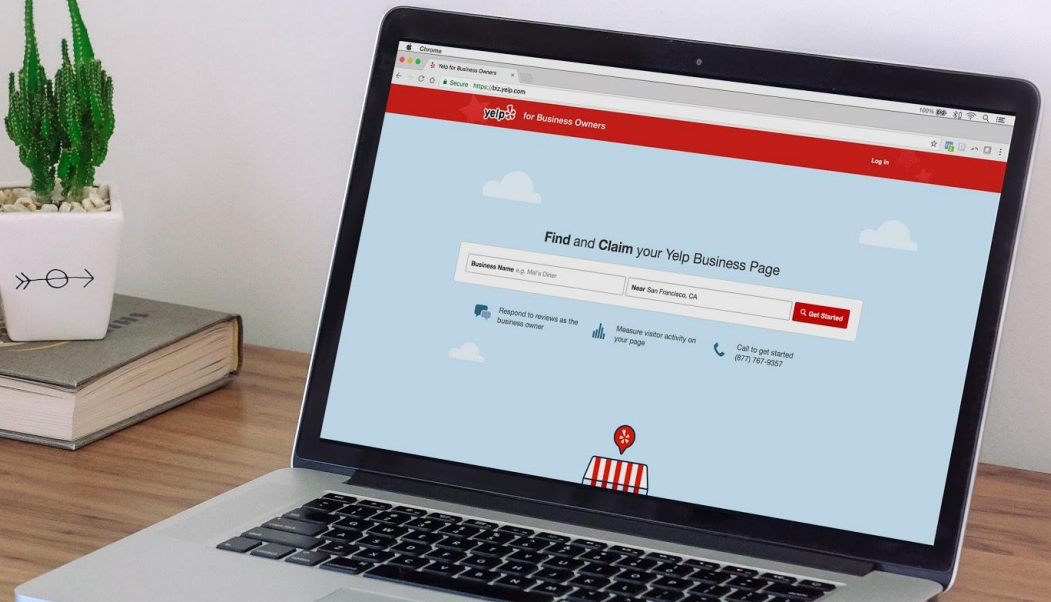
Attract the most relevant leads

- **Clearly communicate specific offerings and services**
 - **On your website**
 - **On third-party platforms**
 - **Indicate where you're willing to travel/service**
-

CLAIM YOUR BUSINESS/

Get noticed. Grow faster.

business.yelp.com



BUSINESS OWNERS APP /

Yelp for Business Owners in the palm of your hand.



COMPLETE
PROFILE



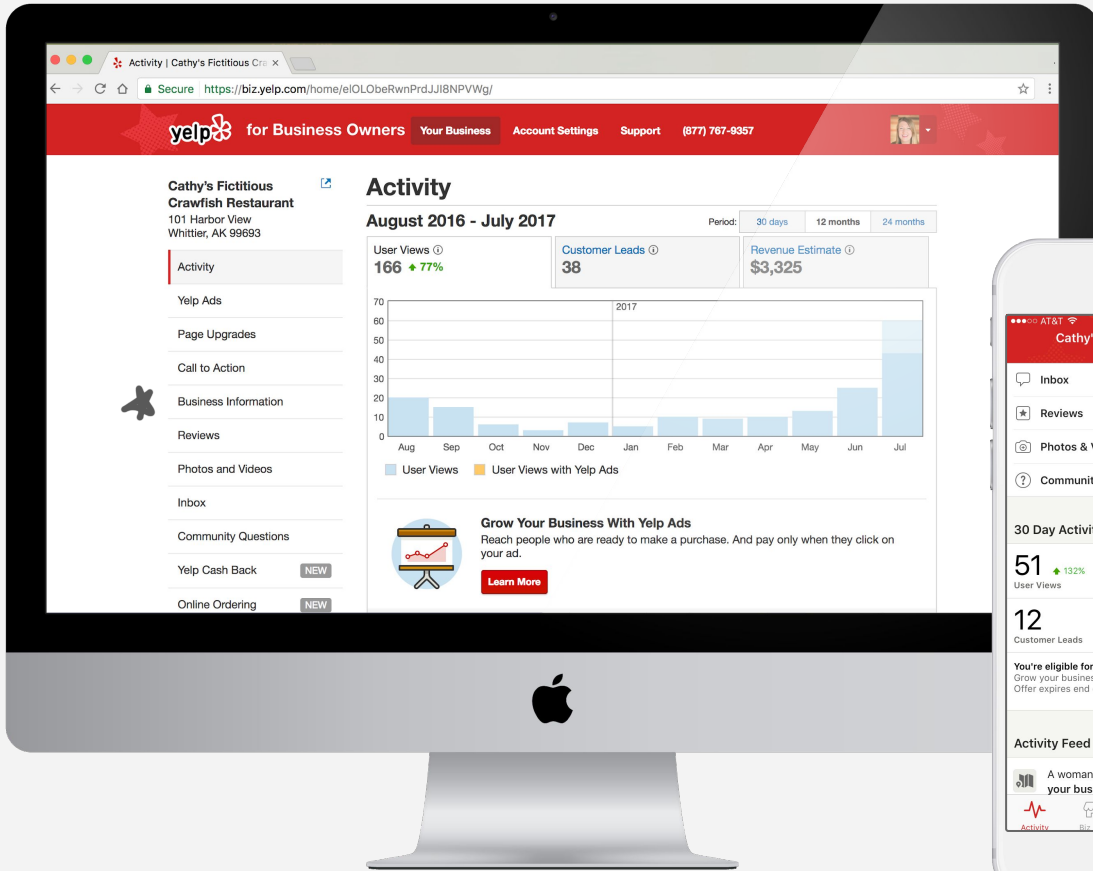
TRACK
ENGAGEMENT



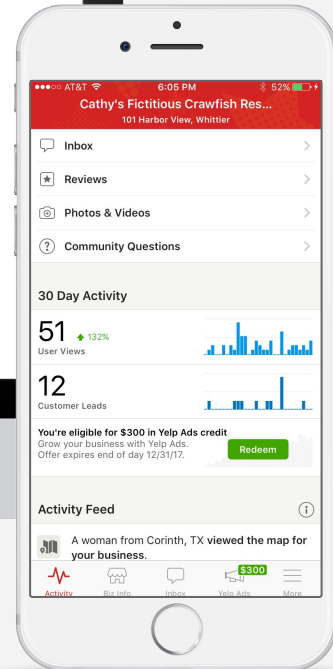
RESPOND TO
REVIEWS



MANAGE
REPUTATION

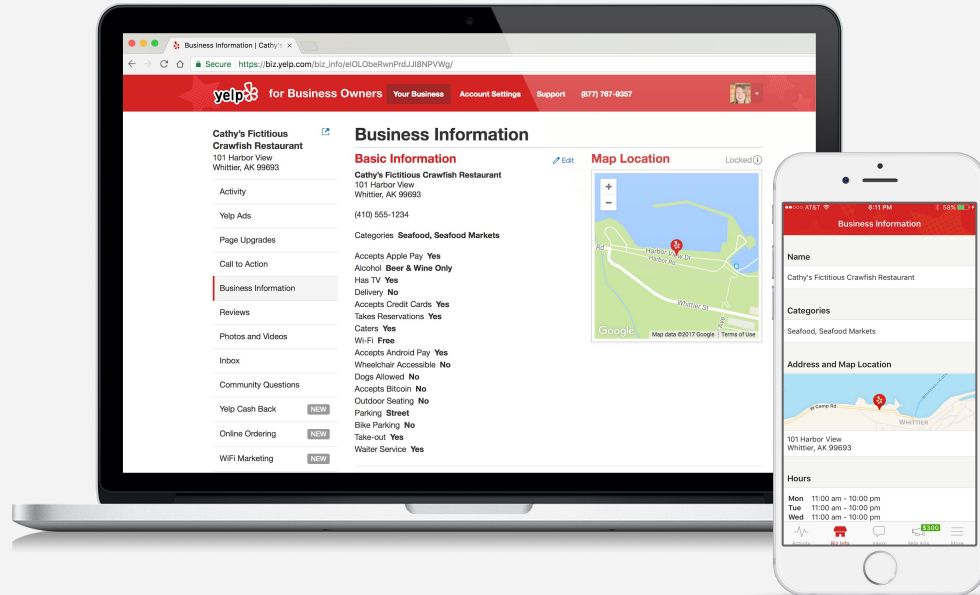


BIZ INFO ↗



↖ BIZ INFO

BASIC INFO /



NAME



ADDRESS



PHONE



WEBSITE

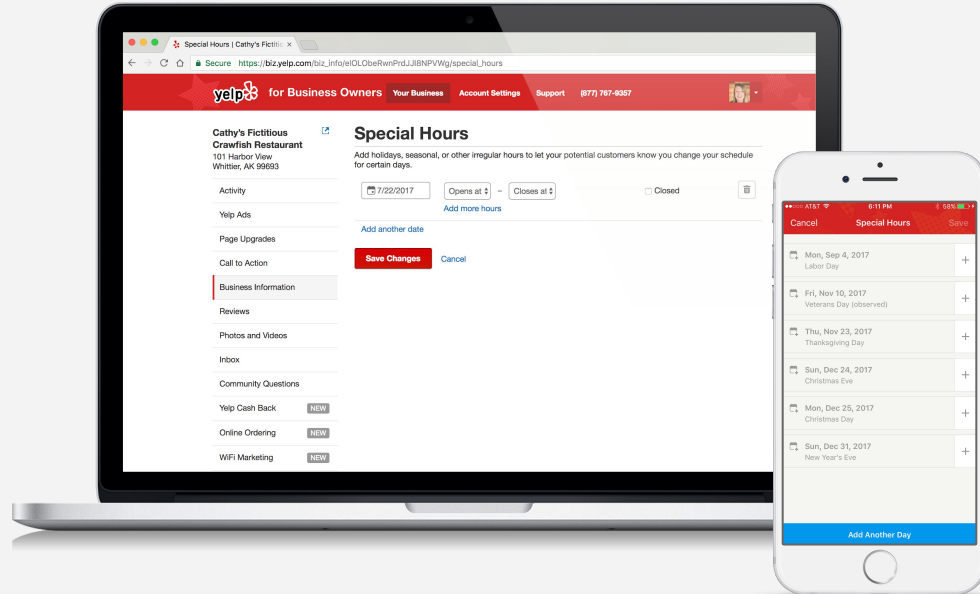


CATEGORIES



ATTRIBUTES

HOURS /



OPEN/CLOSED



TEMP CLOSED

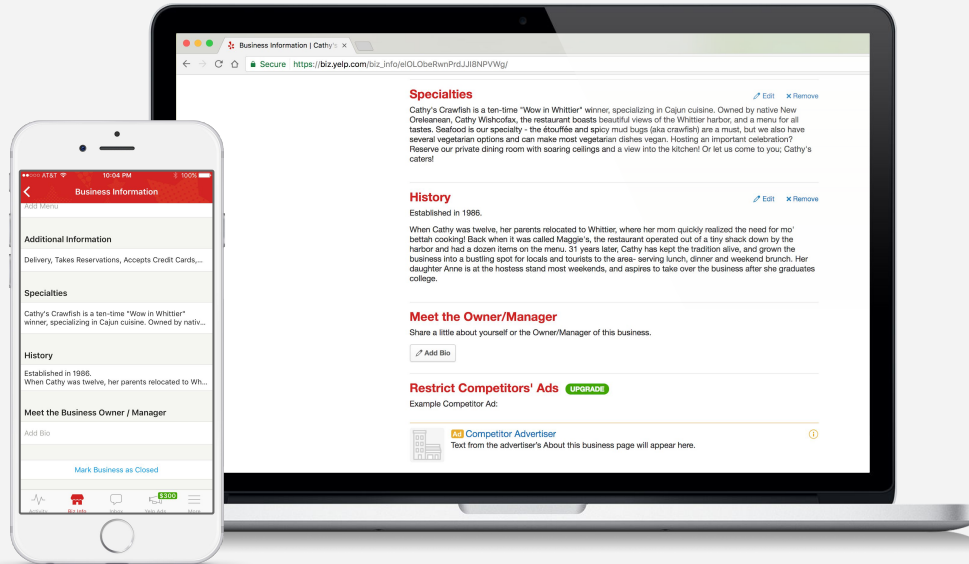


PERM CLOSED



SPECIAL HOURS

FURTHER INFO /



SPECIALTIES



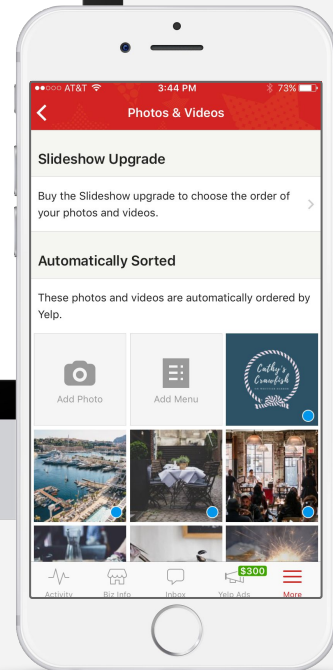
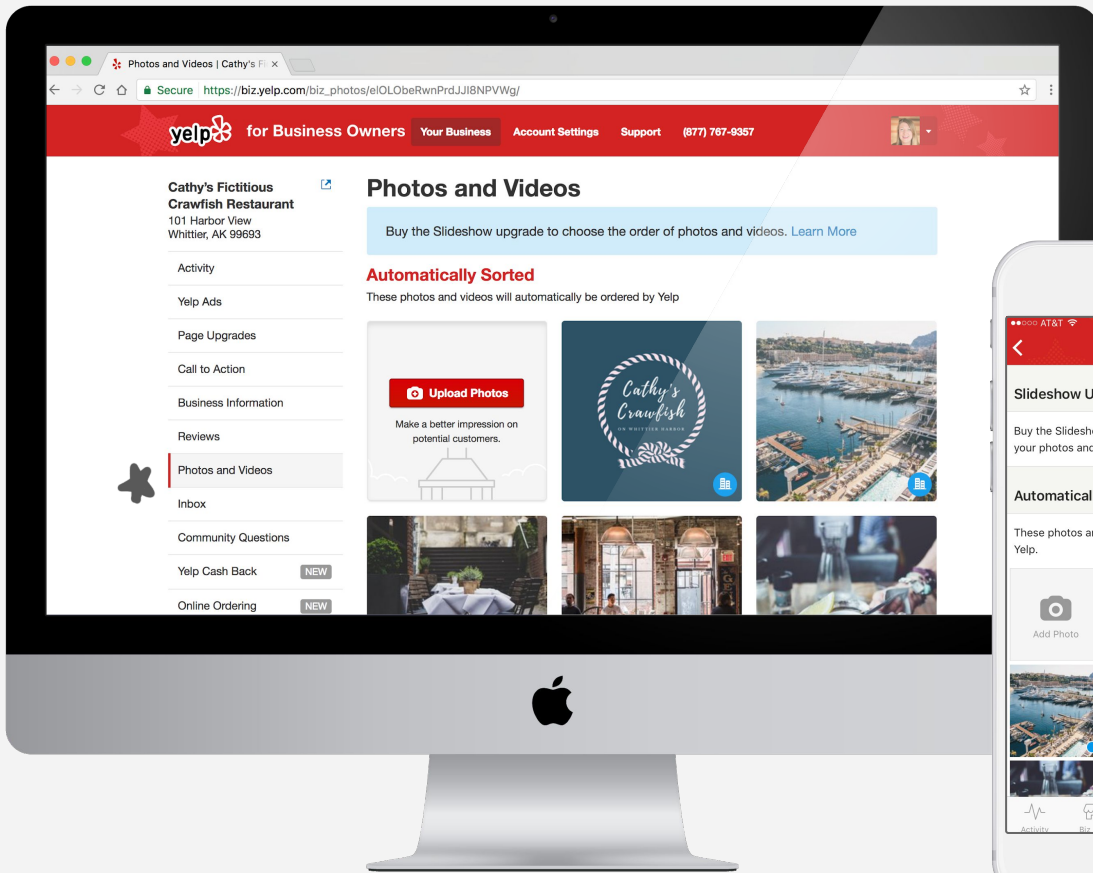
HISTORY



MEET THE OWNER

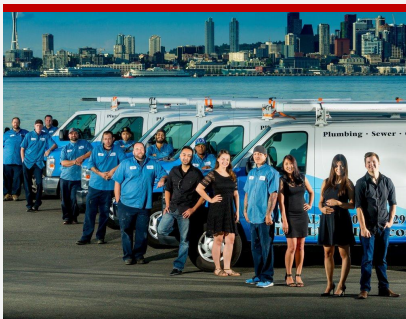


BIZ RECS



PHOTOS & VIDEOS

PHOTOS & VIDEOS



TEAM



EXTERIOR



SERVICE



SPECIALTIES



DETAILS



OWNER

Service Area



Services offered

Services Offered



Verified by Business

- Engine Repair
- Transmission Repair
- Suspension Services
- Brake Services
- Vehicle Electrical Repair
- Air Conditioning Services

Request a Quote

30 minutes
Response Time

100%
Response Time

Request a Quote

~* This business recently sent 15 quotes

Offer multiple channels of communication

- **Consumer preferences vary**
 - **Providing different channels of communication, and taking advantage of free platforms can create more leads**
 - **Take the conversation 'offline'**
 - **It's ok to have a preferred method**
-

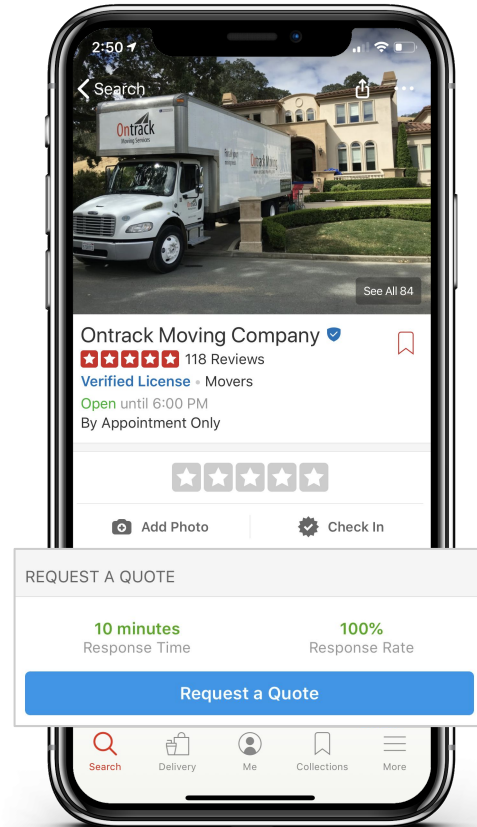
Request a Quote



Drive more qualified leads to your business from users searching to make a transaction



Help convert more leads from Yelp users looking for your services





Arizona's Largest Privately-Owned Resort-Style Day Spa

[REQUEST AN APPOINTMENT](#)



Services



Spa Packages



Celebration Packages



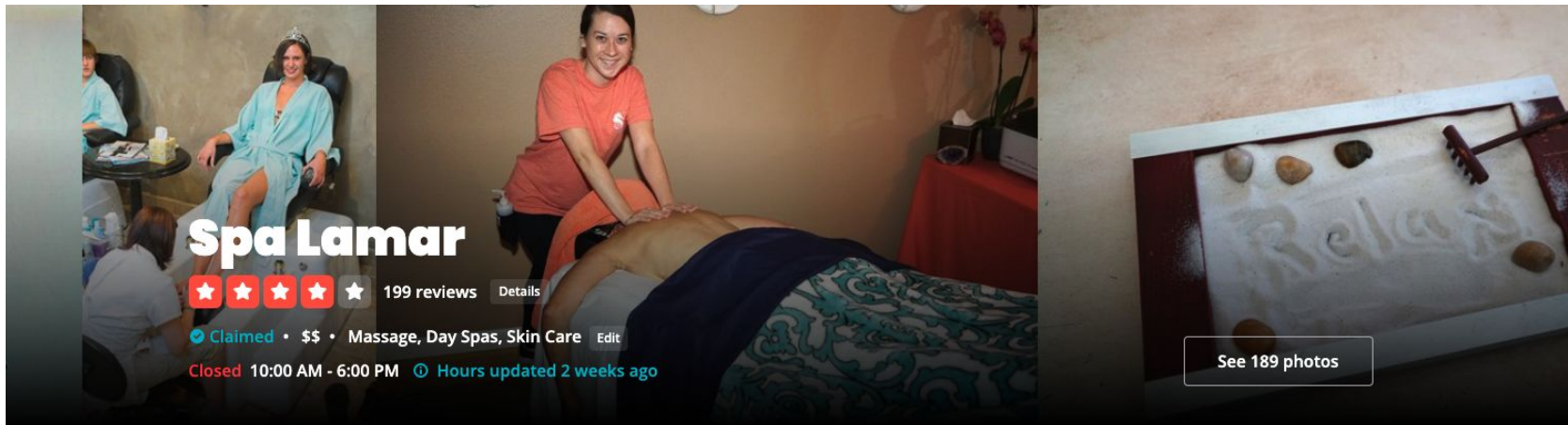
COVID-19 Safe Spa Plan



Gift Cards

Respond quickly and follow up

- **Create a process that immediately alerts your team when a new lead comes in**
 - **Someone from your team should reach out ASAP – ideally within a few hours**
 - **Persistence is key when you're following up with leads – make it easy to initiate**
-



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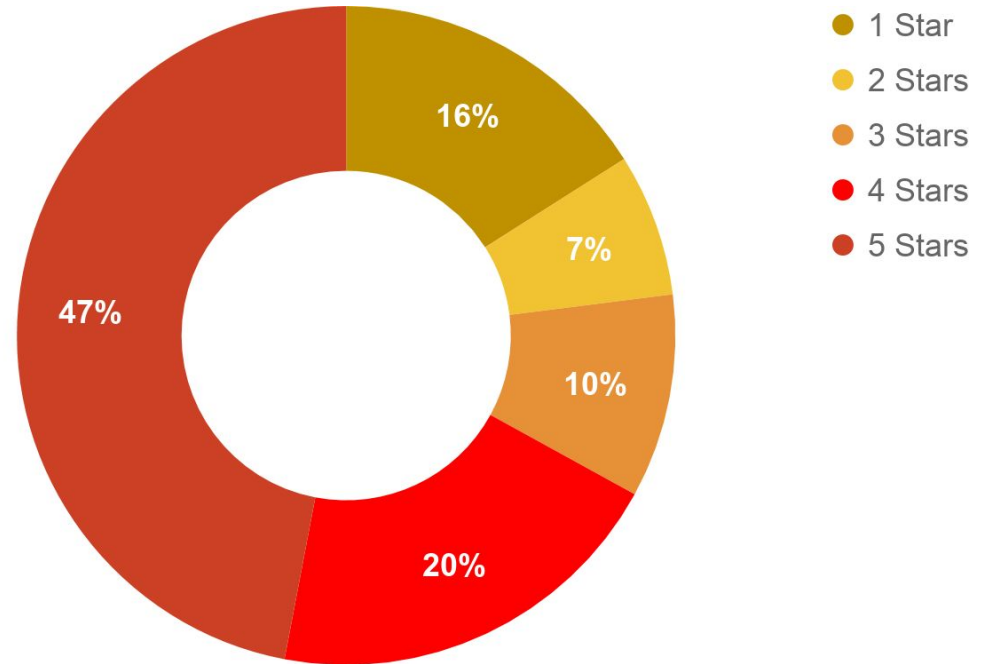
Be transparent, proactively answer FAQs

- **Show your future client how professional and knowledgeable you are**
 - **You're the expert!**
 - **Map out the process and set expectations to help build confidence**
 - **Keep the back and forth to a minimum**
-



**Word-of-mouth is
free marketing.**

Almost 80% of reviews on Yelp are **neutral to positive.**





RESPOND

TO REVIEWS

53% of consumers expect to receive a review response and businesses that respond see a 10% upgrade in star rating on Yelp.

CRITICAL/

01/

LEGITIMATE



PUBLIC COMMENT

02/

INACCURATE



PUBLIC COMMENT

03/

RANT



DIRECT MESSAGE

POSITIVE /

01/

SOMETHING
TO ADD



PUBLIC COMMENT

02/

NOTHING
TO ADD

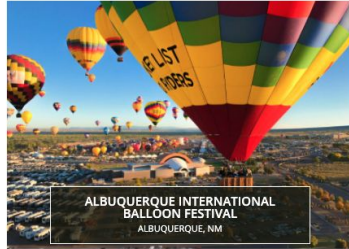


DIRECT MESSAGE

Amplify the positivity.



Festivals



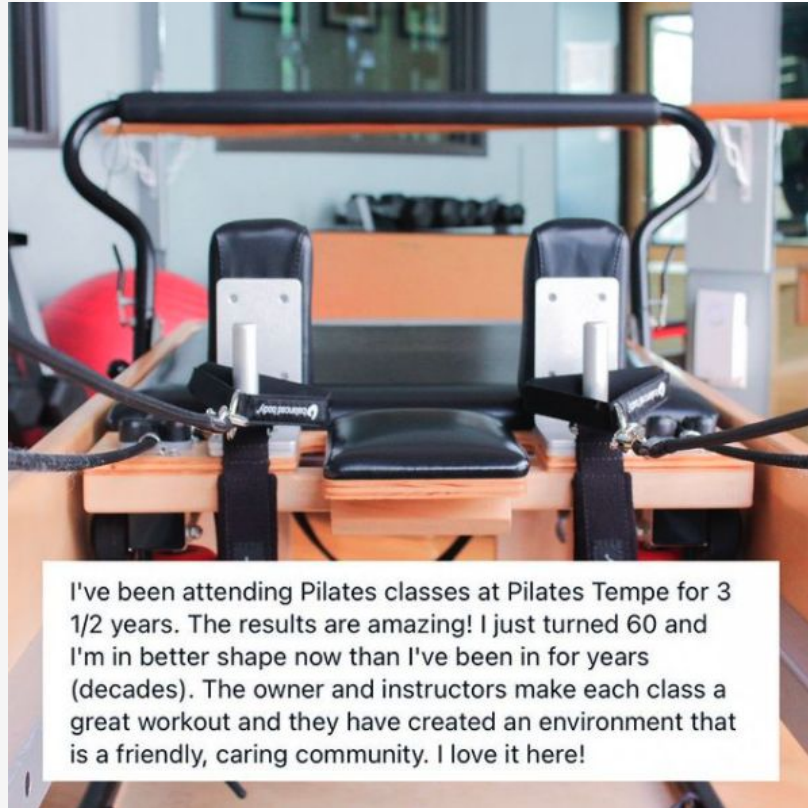
What Customers Are Saying



Great experience all around - flight, service, expertise, humor and the little things that make a ride so memorable. - Yelp



Amplify the positivity.



I've been attending Pilates classes at Pilates Tempe for 3 1/2 years. The results are amazing! I just turned 60 and I'm in better shape now than I've been in for years (decades). The owner and instructors make each class a great workout and they have created an environment that is a friendly, caring community. I love it here!



pilatestempe • Follow



pilatestempe We love to hear all about your wins!! Especially when they're as incredible as this review from longtime client Kathryn! 🙌🙌🙌

Congrats on everything you've accomplished here and everywhere else! 🙌 We are so proud of how you've grown over these past years and can't wait to see you continue to push yourself to become YOUR best self!!

#pilatesinspiration
#pilatesisforeverybody #pilates
#pilatestempe #tempepilates
#pilatesanytime #pilatesreformer
#reformerpilates #pilatesstudio
#tempe #humanownedbusiness



13 likes

OCTOBER 6, 2020

Add a comment...

Post



Don't interfere with the natural flow of reviews. **Inspire great reviews organically.**



A New Podcast Brought to You by Yelp and Entrepreneur Media

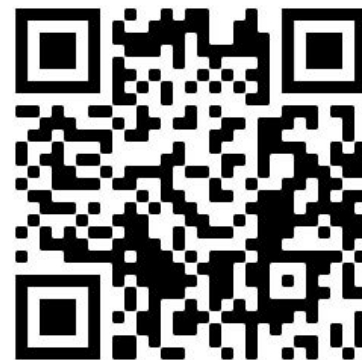
Behind the Review features conversations with business owners and reviewers about their experiences - whether positive or negative - giving listeners behind-the-scenes insights and real life learnings.



Add to Queue

NEXT ARTICLE

A promotional banner for the podcast 'Behind the Review'. It features a white background with red vertical bars on the left and right. At the top, there are five stars in red boxes, with the fourth star being white and the others grey. Below the stars, the text 'BEHIND THE REVIEW' is written in large, bold, black capital letters. At the bottom, the logos for 'yelp for business' and 'Entrepreneur' are displayed. The 'yelp' logo includes its signature red star icon. A small grey box at the bottom right of the banner contains the text 'Image credit: Courtesy of Yelp & Entrepreneur'.



Questions?

Email me anytime, emilyrw@yelp.com

For updated information and reliable resources related to Yelp visit blog.yelp.com

