

# Embracing The New Word Of Mouth

*How Social Signals Affect Your Business*



## Local Is Now Social

**70%** of Households Use The Internet as their "Go-To" Source When Purchasing Local Products and Services.



**94%** of New Customers Who Find Local Services Use a Search Engine to Find A Business

**34%** of all searches for local businesses are done on a mobile phone totaling over 1 BILLION Local Searches via Mobile Phones alone

Customers Researching Local and Are Then Sharing Their Experiences On Google+, Yelp, Facebook, and Other Local Review Websites

## How Social Signals Work

When Searching For a Local Business To Choose Over **62%** of people read online reviews

Approximately **72%** of consumers surveyed said that they trust online reviews as much as personal recommendations even those by anonymous posters

**70%** of customers trust a business with a minimum of 6-10 reviews



**52%** said that positive online reviews make them more likely to use a local business



## How To Manage Social Signals About Your Business



Reviews Are Now the Cornerstone To A Successful Local Social Strategy

You need to know what customers are saying about your business as soon as it happens

For every bad experience a customer has, they will tell **TEN** other people about it!

But, for every good experience, they only tell one other person...

Focus on increasing positive reviews while minimizing adverse affects and helping mitigate the negative ones