



Welcome to SOCi!

What is SOCi?

A marketing platform for multi-location brands to scale marketing efforts across all digital channels in one central place.



How does the Marketing Department/HQ use SOCi?

Social media management

- Schedule and publish localized content to all FISH social networks (Facebook, Instagram, Twitter, LinkedIn, Google), including local franchise Facebook pages
- Store images and previously used content
- Manage social engagements and conversations (examples: Facebook Inbox messages, page mentions/tags, reviews, etc.)

Reviews

- Streamlined online reputation management
 - Manage and respond to local Google and Yelp reviews and Facebook recommendations all in one centralized dashboard with the help of drafted response templates and AI suggested responses
- Analyze review sentiment and local competition
 - Identify and manage emerging sentiment trends from online reviews while analyzing shifts in online reputation over time. (i.e., average and all-time scores, positive vs. negative vs. neutral, reviews over time, source, etc.)
 - Users can also track their local competitors' online reputation to answer questions, such as how many stars your local competitors have, and how quickly they are responding to reviews

Listing Management

- Dominate local search results
 - SOCi ensures that your local business information is reliable and accurate throughout many online platforms, search engines, channels, and directories.
 - Google, Facebook, Yelp, and Apple Maps
- Genius Search
 - Elevate your search performance with actionable, real-time local data insights

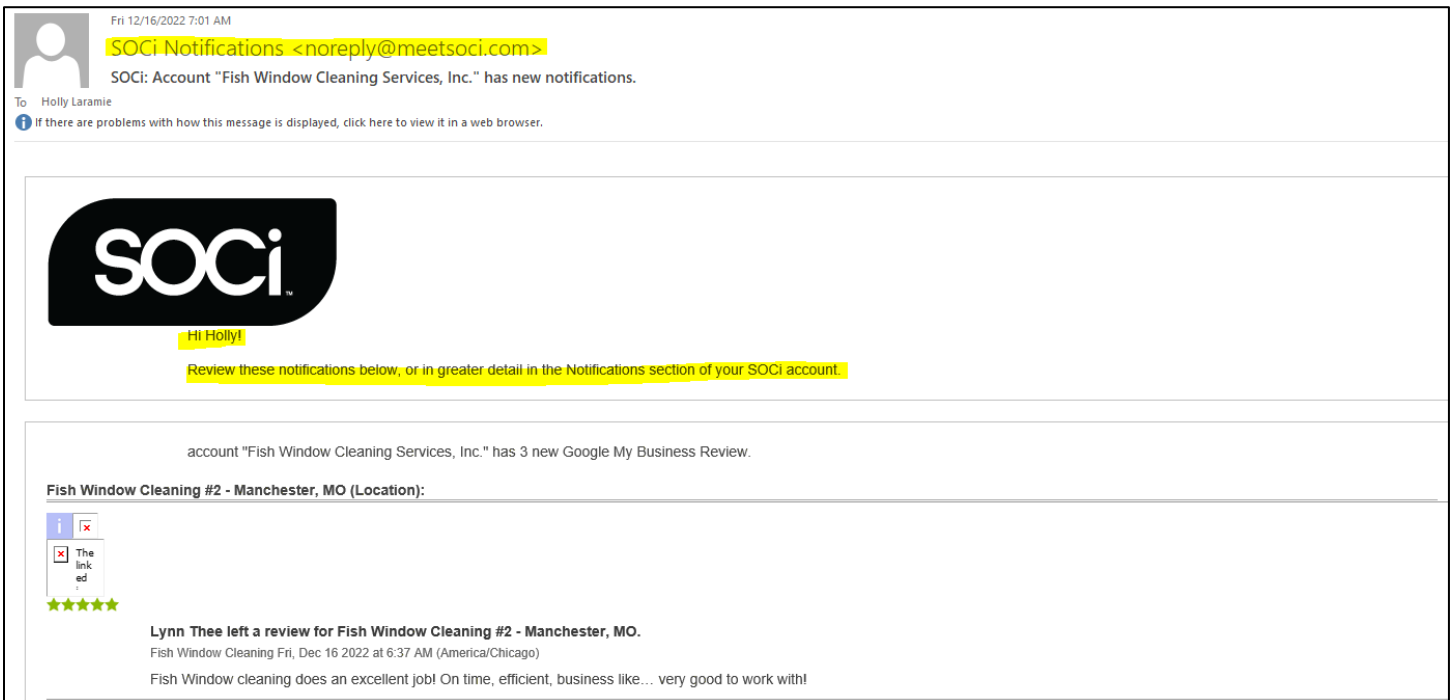


Reports

- Analytics on your connected social pages
 - Can set up customizable and automatic emails
 - Facebook metrics (Page, posts, customer demographics, behavior insights, impressions, etc.)
 - Google Business Profile (Posts, search views, map views, post views, etc.)
 - Reviews and Reputation

Now what?

Whenever you receive a Google or Yelp review or Facebook recommendation, you will receive an email from SOCi Notifications (noreply@meetsoci.com). This is NOT spam. Below is an example email from SOCi Notification:





What do I do when I receive an email from SOCi Notifications?

Click on the review in the email, and it will take you to the SOCi platform where you log in to your *personal* SOCi account (instructions below) and respond to the review (instructions below). The quicker you respond to reviews, the better. This helps increase your search ranking on Google.

FUN FACT: SOCi has an app that you can download to your mobile device to easily respond to reviews on the go! Here is the direct link to download the SOCi GO! app: <https://apps.apple.com/us/app/soci-go/id1424888832>

How do I login to SOCi?

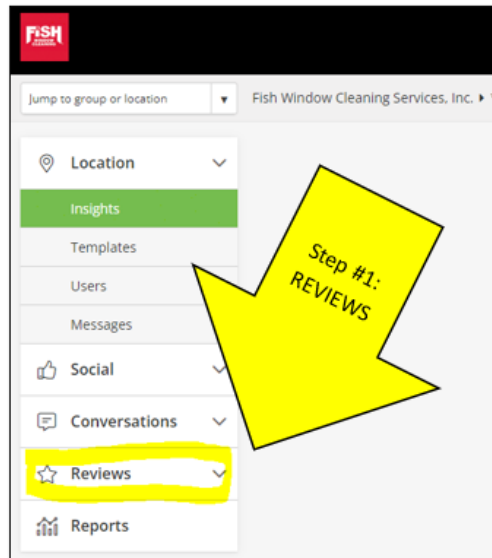
1. To login to your personal SOCi account, please go to <https://app.meetsoci.com/admin/login> , then click "*Forgot Password*" (if you haven't logged in before).
2. Enter your FISH email address and click "*Submit*."
3. You will receive an email with instructions to reset your password. Remember your password!

A screenshot of the SOCi Sign In form. The form is white with a black header bar containing the SOCi logo. The form has two input fields: "Email" with a placeholder "Email Address" and "Password" with a placeholder "Password". Below the fields is a black "Sign In" button. Under the button are links for "Sign in with SSO" and "Former Brandify customer? Log in Here". At the bottom, there are two links: "Forgot password? Click Here" (circled in yellow) and "Need an account? Contact Us". Two yellow arrows point to the form: one to the "Email" field with the text "Your FISH email address" and another to the "Forgot password? Click Here" link with the text "Click to create your own personal password".

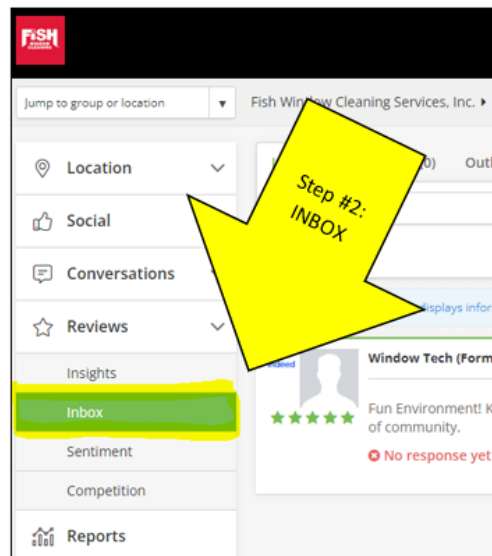


How do I respond to reviews in the SOCi platform?

Once logged in to your personal SOCi account, in the toolbox on the left side of the page, click on “Reviews”.

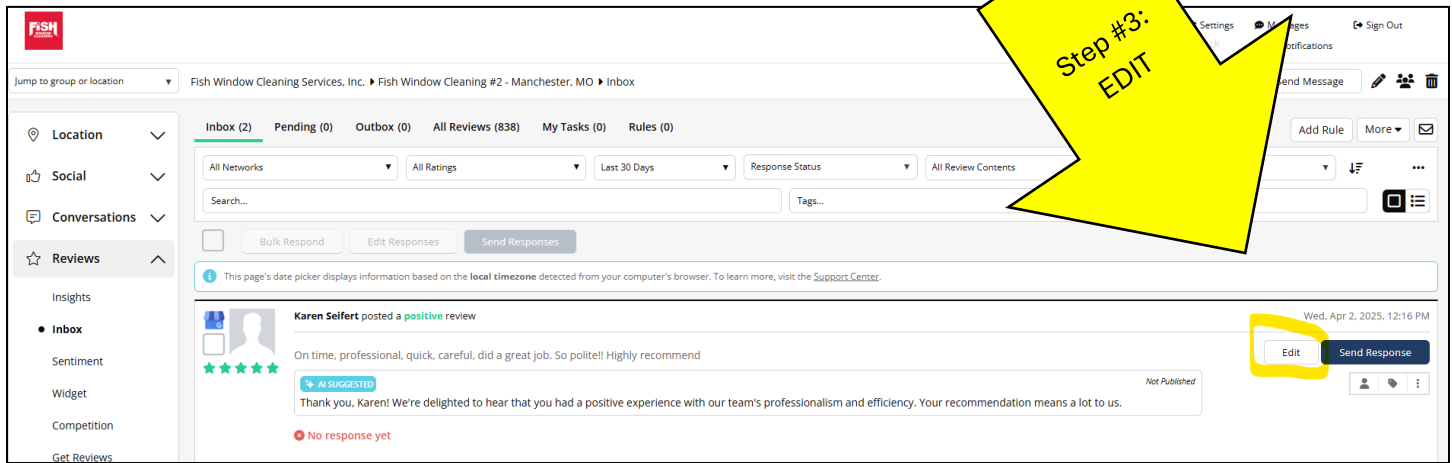


Once, in the Reviews tab, click “Inbox”.



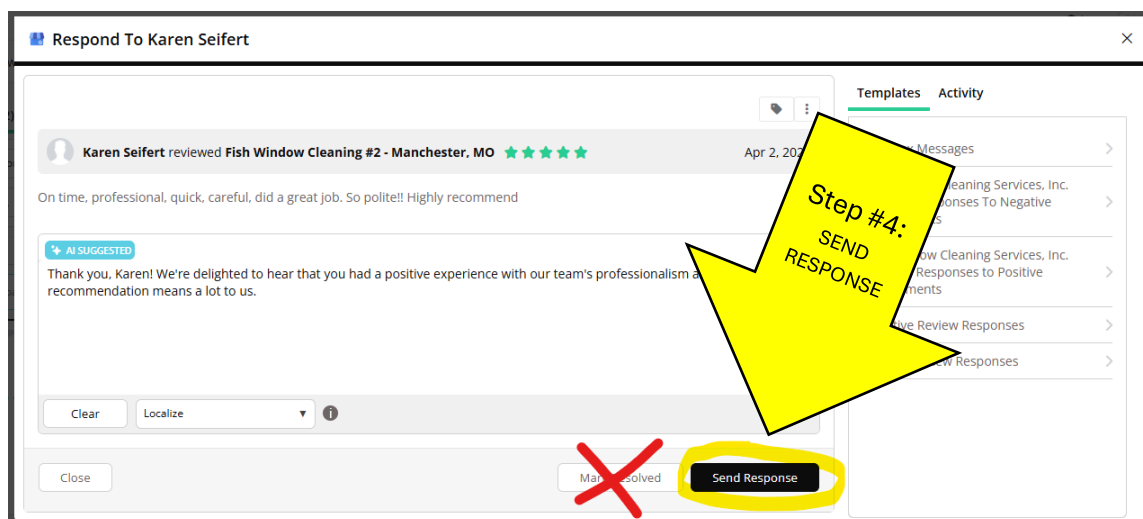


Once in the Inbox tab, click “**Edit**” on the right side of the review.



A pop-up window will open for you to respond to the review. There will be an AI SUGGESTED response already in the box where you type your reviews. **Edit the AI SUGGESTED response** to make the response in your own tone of voice. Feel free to use some of its suggestions, but it tends to use the same type of words over and over. Make sure your responses to reviews are not using the same words every time. If someone goes to your local Google, Yelp, or Facebook page and sees similar responses to all reviews, it looks like a robot responding to the reviews and not a real person. Also, remember review response best practices (below).

Once you are happy with the response you create, click “**Send Response**”. The Marketing Team then gets notified to approve your response before it goes live. Do NOT click “Mark Resolved”!





Review Response Best Practices

Responding to feedback is just as important as obtaining it. We recommend responding to all reviews (positive AND negative) as quickly as possible in a personalized and localized manner. Why respond to reviews? It shows your appreciation of your customers and their feedback. It also helps increase your search ranking on Google. Need help with coming up with a response? Contact the Marketing Team.

Positive Reviews

- Respond as soon as possible
- Use the customer's name in your response
- Thank the customer for their feedback and be appreciative of their effort
- Be professional but be a real person
- Add a personal detail

Negative Reviews

For negative reviews, don't panic. Negative reviews always present you with an opportunity for improvement, as well as an opportunity to showcase your excellent customer service skills. We understand that as the business owner, it's difficult to not become defensive when you receive a negative review. It's also difficult to remove negative emotion from a response.

If you receive a negative review and you have not been made aware of the situation prior to the review, first reach out to the customer to learn more about the situation and see if it can be resolved privately.

If you are able to resolve the situation, ask the customer if they would be willing to remove or revise their review.

If you are aware of the customer's dissatisfaction and are not able to resolve the situation privately:

- Respond as soon as possible
- Use the customer's name in your response
- Thank the customer for their feedback
- If a mistake was made, own it and apologize
- Be professional, positive, and take the high road
- Do not become defensive or point fingers
- Do not verbally attack the customer or divulge personal details that are not relevant



- Reiterate what you have done or are willing to do to rectify the situation
- Direct them to call you if they would like to discuss the matter further and provide your office phone number

Why respond to negative reviews? Even if the customer does not take you up on your offer or call you to discuss, future potential customers will see that you are listening to customer feedback and making an effort to resolve any complaints. This helps instill trust and confidence when they are determining which window cleaning company they should choose. With Google, once the business responds to the review, no one can reply to the business's response; the "conversation" is over. There is no back and forth in the comments.

Negative Reviews from Unknown Customer

It is possible that you may receive a negative review from an unknown customer or perhaps a competitor. If this situation occurs, we suggest:

- Respond as soon as possible
- Let the customer know you are eager to resolve this situation but don't have the appropriate information or are unable to locate them as a customer in your database
- Don't become defensive or accusatory
- Direct them to call you if they would like to discuss the matter further and provide the office phone number

FAQs

Why should I create a SOCi account/login?

- Respond to your Google reviews and Facebook recommendations in a personalized and timely fashion
 - Increase your SEO (search engine optimization) to be in the top 3 search results
 - Reviews are the #2 ranking factor on Google local-pack search results
 - 79% of consumers expect a response to their reviews within 24 hours
- Manage and grow your online reputation and presence to increase business (customers and employees)
- Elevate your customer care experience
- Monitor competitors and their reviews and sentiment
- Easily keep an eye on your reviews, view reporting, and view insights on your local competitors



Is there a cost?

- Nope! The SOCi app and platform are FREE of charge to franchise owners. You can add as many users free of charge.

What if I own more than one franchise territory/location?

- You will be able to see and manage both territories/locations' reviews by creating a Group in SOCi.

Importance of Reviews

With 95% of consumers now reading reviews prior to making purchasing decisions, reviews are becoming increasingly important for more than just SEO. According to a recent study from Harvard Business School, a 1-star increase in a business's online reputation can lead to a 5 – 9% increase in business.

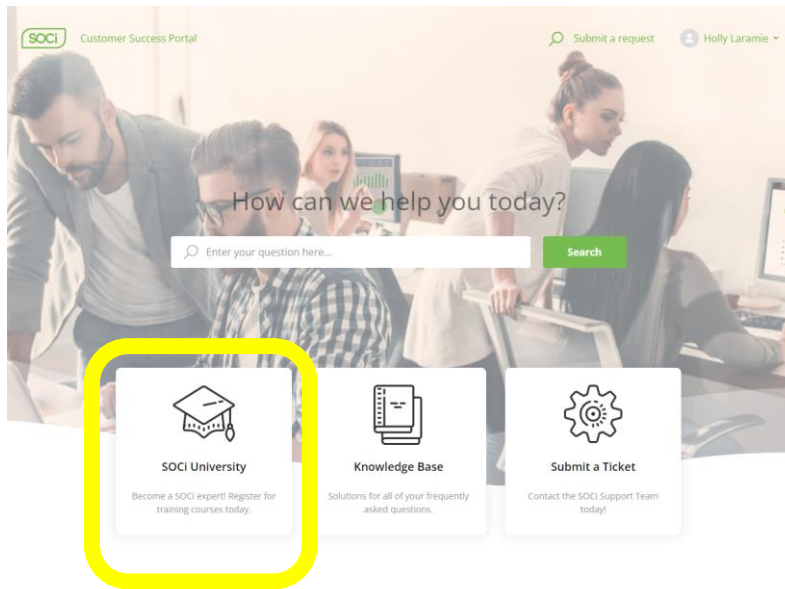
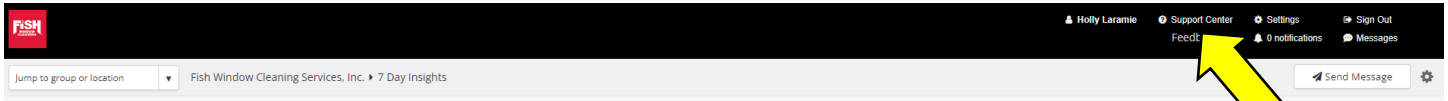
According to the 2018 Local Consumer Review Survey by BrightLocal:

- 86% of consumers read reviews for local businesses
- Most consumers read an average of 10 online reviews before they feel they are able to trust a business.
- 57% of consumers will only use a business if it has a rating of 4 or more stars.
- 91% of 18 – 34 year old consumers trust online reviews as much as personal recommendations.
- 89% of consumers read businesses' response to reviews
- They help differentiate your business from competitors when a customer is searching online.

For more information, on the importance of reviews, visit the “**Reviews and Reputation Management**” document in the Marketing section of the Fishing Hole.

More SOCi training

In the Fishing Hole, there are instructional videos about the SOCi platform. If you are looking for more and something specific, when you're in SOCi, at the top right corner, click on “*Support Center*” and/or the box that says, “*SOCi University*” to complete the self-paced training which is broken down into sections.



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