

# REPUTATION MATTERS

We have first-time clients drive from other towns and past many other spas – and they tell us it's because they read our reviews. It's amazing the amount of business that's been traced back to our reviews on Google+, people trust and rely on them. I was amazed at how quickly we were able to build our stars and how easy it is to maintain a steady flow with the Reputation Matters system. -Joanne Schultz, Bodyworx Spa



BODYWORX | SPA

## Highlights

- Listings stand out on Google and Yelp with bold stars and generate appointments
- Increased reviews drive more new business sales
- Easy for clients to leave reviews and owner to manage
- Local business able to compete with much bigger competitors

## About Bodyworx Spa

A massage and wellness center delivering acupuncture, massage and facial services.

We've had people from across the country buy gift certificates for locals – all because they read our reviews online. We would not make those sales without our reviews."

-Joanne Schultz

## Reputation Matters helps Bodyworx Spa bring in new clients and compete with established spas and national brands

### The Challenge

A family owned spa opened its doors in an off-the-beaten-path commercial space with an orthodontist, mortgage company, chiropractor and a radiologist as neighbors. Visibility was challenging to say the least and limited foot traffic did not help. In addition, just around the corner are 3 spas –one is very established and well-known and the other two are national brands. All of whom have impressive advertising budgets.

### The Solution

Bodyworx Spa convinced unfamiliar prospects that their spa was the best choice by building a 5-star reputation on key directories like Google+ and Yelp. Using the Reputation Matters system, they send thank you emails and ask for feedback to their private review page. The Smart Logic Filtering and notifications allow Bodyworx to address any potentially *negative issues privately* before they show up on a public site. The magic happens when a not so good review is filtered, but a glowing review is sent to Google+, Yelp and others with a simple Cut and Paste. The system sends automatic reminders to clients so that the salon staff can be hands-off from the process.

### The Results

Reputation Matters has helped Bodyworx Spa quickly build and maintain a 5-star rating with a steady flow of glowing reviews that build trust and confidence and in turn have driven new clients and sales. Bodyworx always asks, *'What made you come to us?'* and the answer is always *'I read your reviews!'*