



# Ann Michaels & Associates, Ltd.

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## Ann Michaels & Associates Sample Complimentary Online Brand Assessment

### Assessment Overview

Thank you for requesting a complimentary online brand assessment. With social media changing the way companies engage with their customers, it's important to make sure your brand is at the front lines of communication. This assessment focused on several aspects of the online experience, including:

1. Website presence & usability
2. Social Media Presence
3. Online Reputation

You will find information based on the results of our assessment, as well as recommendations you may want to consider. If you have questions about this report or would like to discuss our services in detail, please do not hesitate to contact us at your convenience.

### Website Presence & Usability

ABC Retailer makes a good first impression based on a website visit. The positive aspects include ease of use, with navigation that is clearly followed, simple and clean look, and contact information directly on the home page. Providing social media links on the home page is quite beneficial. At the time of this assessment, all social media icons were working properly.

The locations page is interesting, as a direct link to Yelp has been included for each of the locations. This is a great addition that allows potential customers to find reviews of the brand. SMS integration on local Yelp pages makes it more beneficial. It should be noted that the Yelp link for the Atlanta location was not working properly at the time of this assessment.

Customer testimonials and referrals are a good addition to a service oriented website. Ensuring that testimonials are fresh and up to date, as well as clearly visible on the website, will improve their impact. This assessment found that all testimonials were dated prior to 2009; updating this section of the website would give more credence to the feedback.

With regard to location pertinent information, it was generally easy to find. The orange navigation to the left of the page once a menu item is selected (ie "Services") is not readily noticeable. The eye is drawn to the text in the right hand column, which discusses the benefits and features of the company's facilities, and it took some time to notice the orange navigation to lead customers to pricing and other key aspects of the business.

Overall, the website shows strong performance based on appearance and usability. Online search yielded mixed results. In smaller communities, an online search produced ABC Retailer on the first page of the search results, while when searching more broadly, results were not as strong, and many other competitors were listed first, with ABC Retailer not being listed at all in some instances. It appears as though Yahoo Marketing and possibly Google Analytics are being used; both are good tools to gauge keywords and SEO data in order to monitor and improve search engine rankings.

## **Social Media Presence**

Through a simple online search, we were able to identify ABC Retailer's corporate Facebook page, some location specific Facebook pages, and a Twitter page. It appears as though the corporate Facebook page was created first, and then the local pages were created, with a status update encouraging fans to "like" the location specific pages.

In looking closer at each of the pages, it appears that the corporate page shows the best performance with regard to activity and number of fans. Each of the local pages has few followers and little activity, and the appearance of many pages can be improved to mimic the corporate page. With regard to the corporate page, activity appears to be relatively consistent over time, and the menu along the left side offers nice interactive options, including the Twitter feed, promotions tab, reviews, and photos. The video and event tabs are currently empty. If they are not tools that will be used on a regular basis, removing their visibility is suggested.

With regard to Twitter, it appears that there is consistent one way communication, which is a good start to getting the word out about a brand. Again, the SMS signup is prominent at the top of the page to encourage people to sign up. There are currently 10 followers on the Twitter account, and ABC Retailer is currently following 19 people. If your consumer demographic tends to use Twitter on a regular basis, building the fan base will be beneficial over time.

Blogs and forums dedicated to ABC Retailer were not found during this assessment. However, use of Groupon was referenced in social media monitoring results, which is an excellent way to get brand exposure. Several check ins were noted on Foursquare, and it appears as though the company has appropriately "claimed" their check in pages. Promotions were clearly visible upon closer inspection.

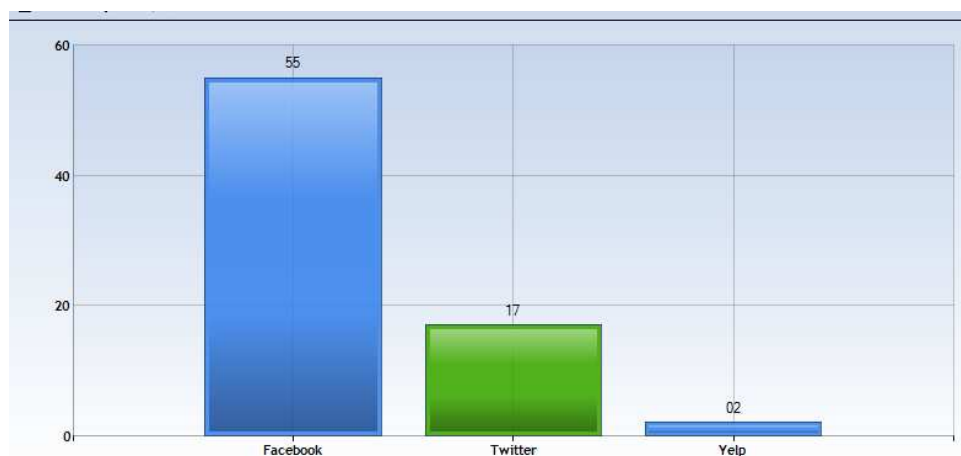
## **Online Reputation**

Using Ann Michaels & Associates' social media monitoring tool, an online reputation review was conducted on behalf of ABC Retailer. This tool scours the internet for all social conversations revolving around the brand in general, as well as drilling down to conversations surrounding specific locations.

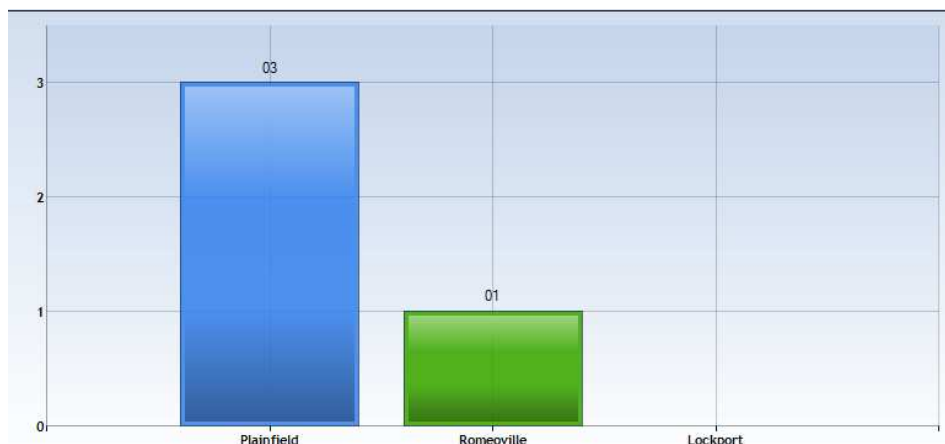
A search was conducted from May 1<sup>st</sup>, 2011 through July 20<sup>th</sup>, 2011. Approximately 80 pieces of data were collected during that time. Analytical information was gleaned from the results, which are discussed below.

### **1. Share of Voice**

This report assists businesses easily pinpoint where people are conversing the most online about your brand, whether it is Facebook, Twitter, blogs, or forums. Based on the results of this analysis, more people were on Facebook than other social media sites during the analysis period.

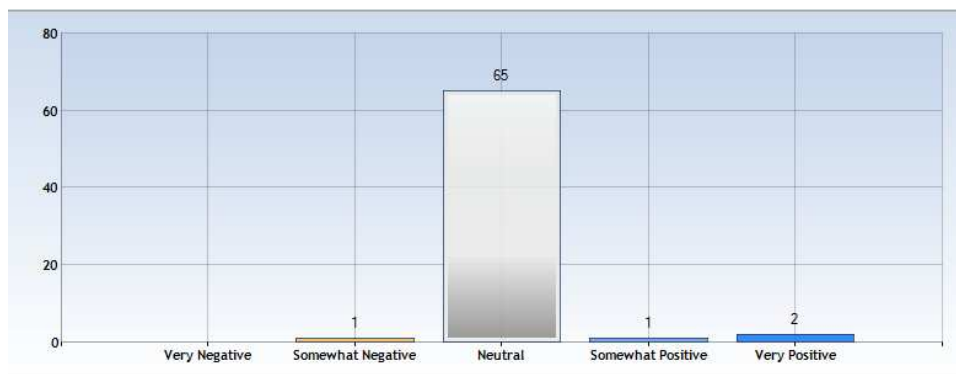


Share of voice can also be used to look at individual locations to determine the volume of conversation revolving around each location, and also to gauge sentiment to pinpoint locations that may have challenges in service and/or product levels. The chart below is a sample of a share of voice report based on volume of online conversation by location.



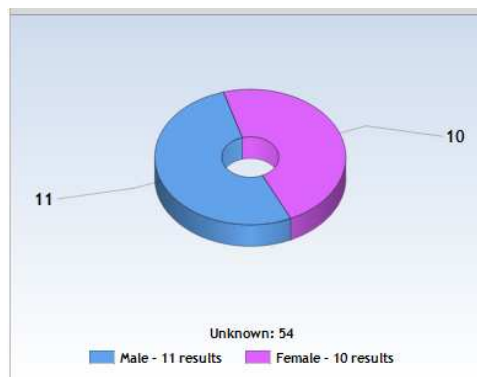
## 2. Sentiment

Once it is determined where people are talking, the next aspect to look at is what type of information is online. Is it positive or negative? Mostly reviews or advertising? Based on the results, the majority of the information collected was neutral in nature; many promotional items were discussed, or people simply stating that they would be going (or went) to ABC Retailer.



## 3. Demographics

In many cases, gender and age information can be gleaned from the conversations based on the social media site that was used. These results indicated that the conversations were split fairly evenly across genders, with almost as many women talking about the brand as men. Unfortunately, age demographics could not be obtained.



## **Recommendations**

1. Focus on encouraging customers to leave feedback on review sites, particularly Yelp, as this site is directly linked to all locations on the company website.
2. With regard to Facebook, consider developing local pages more thoroughly if the intent is to keep a “local” message and focus on Facebook. If this is not a goal for the company, it is recommended to close out local pages and encourage any current fans to like the corporate page. Sending a status update giving fans a one-month period to transition over to the corporate site before closing the local sites should be sufficient.
3. Consider adding the SMS signup and/or email marketing signup to the Facebook page as another means of gathering customer data.
4. With regard to both Twitter and Facebook, posting information about community events and local news items will give fans a variety of information to interact with, and encourage participation on the company’s accounts. Find posts or entries that are conversational in nature and reply on a regular basis to encourage engagement.
5. To increase Twitter followers, make use of the search.twitter.com feature. By clicking on “advanced search”, Twitter users can be targeted by location. Searching for users in proximity to the company locations and following those people will encourage them to follow back, while at the same time getting your brand in front of them. Couple this with an automated direct message (SocialOomph is a free service for this task) to thank people for following automatically.
6. If this has not yet been done, “claim” business oriented search sites such as Google, Yahoo, and Bing listings, as well as review sites such as Yahoo local and Citysearch.
7. Encourage customers to utilize Foursquare more often than is currently being used. When Foursquare users tie their account to Twitter, for example, the check in is posted on the user’s Twitter page as well, allowing for increased exposure.
8. As the company’s social media initiative grows, consider social media monitoring for both the company and competitors to easily gather competitive intelligence. Additionally, especially if location specific Facebook pages will continue to be used, consider using a software tool to easily manage social media activities.

## **Request for Additional Information & Teleconference Follow-Up**

Thank you again for your inquiry. We appreciate your time and consideration. Should you need additional information or clarification, please do not hesitate to contact us at your convenience. We would be happy to schedule a teleconference with online capabilities or in person meeting to provide a demonstration of our online reporting and data aggregation.

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