



Business ratings and reviews secures its 5 stars

AIRPR ANALYST CASE STUDY

Industry: Business reviews and ratings





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SITUATION

In an era of prolific online reviews, business owners are being put in a spotlight they have never been in before. A massive amount of press is being created because there are now three sides to every story: the side of a business owner, the side of the customer, and the side of the review site. Unfortunately, when business owners receive negative feedback or comments on a review site, they often turn against and lash out at the review site who hosts the public feedback.

PR CHALLENGES

If negative reviews makes users turn against the review site, how can the review site come up with a balanced strategy that empowers the company to respond to negative press, maintain positive brand image, and still push out the stories most important to the business?



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SOLUTION

Through Analyst's ability to filter authoritative placements, the review site was able to identify that some of the best and most influential stories were coming from the company blog. They were then able to analyze which owned media topics had the largest positive effect and using these insights, build a repository of positive content to address negative backlash. This allowed for total control of the narrative. For example, the company now knows that open letters from the CEO drive an incredible community response; so once a quarter the CEO writes an open letter to the community to generate increased customer/brand loyalty.