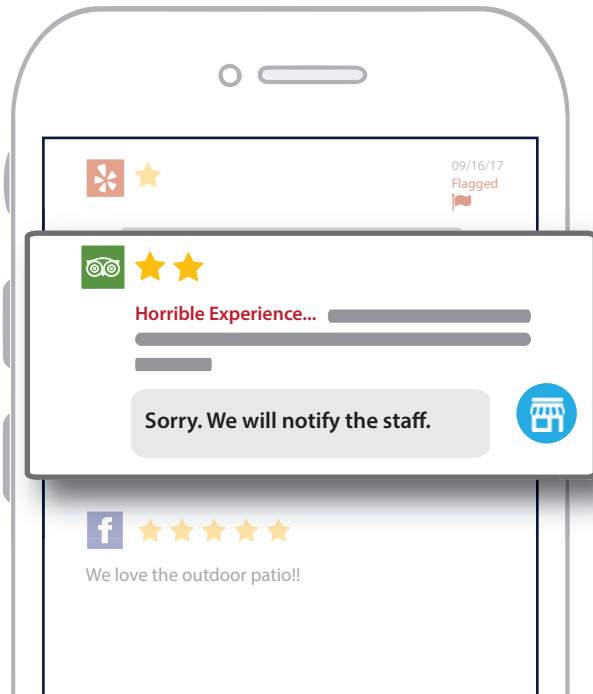


# How MCG Can Help

## Manage Your Reviews

We manage all of your reviews from popular sites like Facebook, Yelp, TripAdvisor, Google, OpenTable, and more. Services include:

- ✓ **Track All Reviews.** You won't have to manually check for reviews ever again.
- ✓ **Respond to Reviews.** Our expert, U.S. based team responds to your reviews so you can show customers you listen and care about their feedback and support.
- ✓ **Report Bad Reviews.** When negative reviews violate the terms of service for review sites, we report them and try to get those reviews removed.



## Share Your Reviews

Sharing reviews is an easy way to increase word of mouth, communicate recommendations, and motivate your staff.

- ✓ **Facebook Shares.** We share your best reviews on Facebook so others can see what your fans are saying.
- ✓ **Staff Updates.** Notify staff, managers, and owners when new reviews come in.



# Your Online Reputation Matters

**86%**

of consumers read online reviews

## Improve Your Visibility

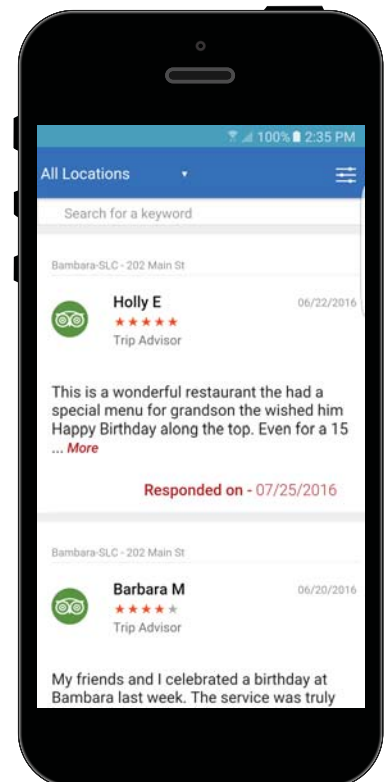
If your business ranks well on review sites like Google Maps, Yelp, and Facebook, you will:

- ✓ **Get Found.** Local businesses with a good reputation rank higher on search engines and review sites.
- ✓ **Save Money.** Managing review site profiles and responding to reviews is more effective than paying for costly advertising.

## Increase Customer Trust

Businesses that actively manage and respond to their reviews receive the following benefits:

- ✓ **Higher Trust.** Consumers trust businesses that have good ratings, listen to reviews, and care about feedback.
- ✓ **More Traffic.** Consumers are more likely to spend money with businesses they trust.

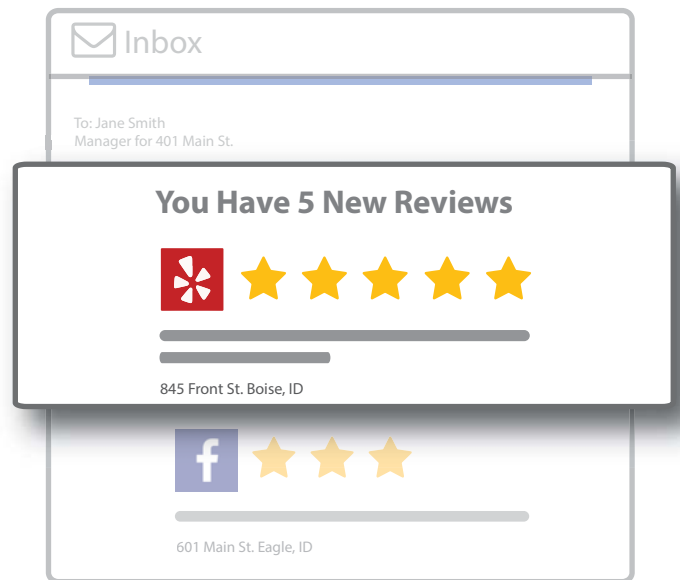


# Increase Staff Awareness

## Notify Your Staff About New Reviews

With MCG's Reply Pro, your managers and staff can be notified every time your business receives a new review.

Adding your staff will increase company awareness about positive reviews, negative feedback, and reviews that mention employees by name.



## Why Add Your Staff?

- ✓ **Increase Company Awareness.** (Most of your staff doesn't know when you get new reviews)
- ✓ **Your Staff Wants To Read Reviews.** (They just don't have the time to search every day)
- ✓ **Your Staff Will Provide Better Service.** (Increased awareness also increases quality of service - because every customer might be the next review they read)

# Case Study: Bardenay



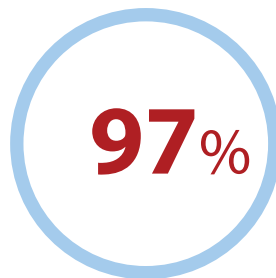
Before using the system, Bardenay did not respond to reviews. Now, they respond to 89% of new reviews.

Since managing their social presence Bardenay's Yelp traffic has increased by 57% compared year-over-year.



Bardenay has experienced a 20% increase in Yelp leads (calls, messages, clicks for directions, etc.)

Since joining using this system, Bardenay has seen a 97% increase in total reviews compared year-over-year.



# Testimonials



"I am responsible for all Social Media, most online reviews, and the Group Sales Manager at The Riverside Hotel . I have my hands in quite a few jars over here and this has saved me a LOT of time. The sheer ease of using it and the obvious user-friendly aspect has made my work life more manageable!

I highly recommend this product for the person that does it all but still wants to make it look hard."

- **Jennifer Schmidt**, Group Sales Manager of The Riverside Hotel



"We use it to quickly see and respond to reviews across multiple social media platforms. We like it because it saves so much time. Before we just couldn't keep up with all the different platforms. Between Facebook, Google, Yelp and Trip Advisor we have over 1000 reviews. We're grateful for every review and its nice to be able to quickly thank people for taking the time to leave one. When someone has a bad experience, we can address the issue quickly instead of maybe not seeing it for a few weeks."

- **Nick Lupacchino**, Kitchen Manager of Willington Pizza House



"This rocks! I want my staff to see the good and the bad. So if they get a great review they can be proud and if they did not do their best I also want them to see that review. Powerful!"

- **Russell Dawe**, Owner of Angell's Bar and Grill



"This has not only changed how our company sees social media reviews, but the ways in which we interact with our customers. We are able to respond to complaints and to fix issues as they arise as well as thank our fans. Our response rate has gone from under 10% to over 90% in a matter of months. Managing your reputation is an indispensable tool in this social media age."

- **Joely Rhodes**, COO of Bardenay Restaurant & Distillery