

[Home](#) » [Blog Spotlight](#) » [Protect your brand online](#)

## Protect your brand online

🕒 August 20, 2019

**BY LAUREN LABUNSKY**



We often call dealership websites their “online showroom,” because in today’s digital-first world that is really what they are. Prospective customers are more likely to visit your website before visiting your store in person, so it’s important to invest in a high-quality website that makes a good impression. Another important consideration is your dealership’s online reputation, which is easy for prospects to see through ratings and reviews on social media platforms as well as business listings sites like Google Business, Yelp, YellowPages.com, and more. In today’s world, protecting the reputation of your business means managing the feedback

your dealership receives online as well as in-person.

Research shows that consumers read an average of 10 reviews before feeling able to trust a business, and 91% of consumers say they trust online reviews as much as personal recommendations. There is a clear need to show consumers that your dealership is the right place to invest their money. Not only do high rankings and good reviews encourage customers to buy from you, but they also help your site rank higher in Google search results – this includes average star rating, number of reviews, and frequency of reviews. The quality of your ratings and reviews is important, but quantity is important too.

Managing your dealership’s online reputation on several different platforms can seem like a daunting task, especially confronting low ratings and negative reviews from unhappy customers, but every business faces this challenge. Staying on top of customer feedback goes a long way. One of the biggest best practices in reputation management is responding to every rating and review that you receive as quickly as possible. When it comes to negative feedback, there is always a chance that you will be able to resolve the customer’s issue – especially if it’s tackled right away. This could potentially lead to that person updating or removing their bad review. But even if your response doesn’t work in your favor, other prospects will see that you attempted to help that person. Your response speaks volumes over one unhappy customer’s negative message, as it shows prospects that you care and will do your best to resolve problems. It is

### LATEST NEWS

Fire Power releases new lineup of racing motor oils

🕒 August 20, 2019

Piaggio recalls certain Aprilia and Moto Guzzi motorcycles due to crash risk

🕒 August 20, 2019

Committee proposes ordinance to allow ATVs on county roads: report

🕒 August 20, 2019

STACYC announced as title sponsor for 5th anniversary of Ironman National

🕒 August 20, 2019

Western Power Sports featured on local news channel: report

🕒 August 19, 2019

always recommended to reply to positive reviews as well, with either a simple “thank you” or a longer note of gratitude.

Because the quantity and frequency of your reviews are also important, your business needs to create a game plan to encourage a steady stream of positive feedback from customers. It is not considered best practice to solicit reviews, but there are ways to request constructive feedback in more authentic ways – for example, by providing a link to a review form on a follow-up email to a customer after they’ve made a purchase. Third-party reputation management services, often offered by web providers, can make a big difference in staying on top of all relevant platforms as well as bringing in new reviews regularly.

Your dealership’s online reputation is too important not to invest time and resources into. It’s one of the first things your prospective customers will see when they search for your business online, and it could easily make the difference in whether a prospect chooses to buy from you. Protect your dealership’s bottom line by protecting your brand’s reputation online.

*Lauren Labunsky is the public relations manager at Dealer Spike, a leading web services provider for powersports dealerships. The award-winning digital advertising company is focused on helping dealers increase sales through powerful, distinctive website design and a full suite of online marketing tools to drive results. Dealer Spike’s expertise comes from real-world dealership experience and a team of professionals who also ride. When you work with Dealer Spike, you’re working with digital marketing experts who have a passion for your industry.*

Like 0   Share   Tweet    Share

SHARE THIS:



## RELATED ARTICLES

Management Update: What is a toxic employee, and how they are destroying your bottom line

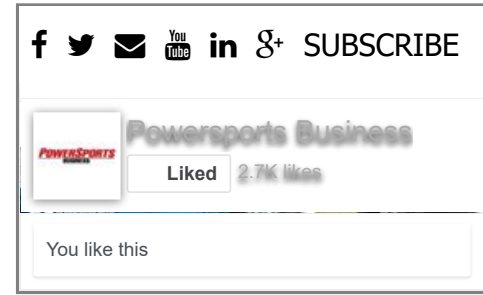
🕒 August 13, 2019

Accounting Update: Why cash is king– something every dealer should be looking for every month

🕒 July 22, 2019

Get on Google’s good side

🕒 July 15, 2019



---

## CURRENT ISSUE

### LEAVE A REPLY

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Website

Save my name, email, and website in this browser for the next time I comment.

Post Comment

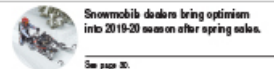


### For dealers, it's a Texas toast to the Talon-4



### Expansions, acquisitions, remodels — let's GO!

Q&A: Many of us expand in our business by acquiring other companies or by remodeling existing space. In Texas, the expansion of the Powersports Business is a hot topic. In this Q&A, we'll explore the challenges and opportunities of expansion, acquisition, and remodeling. We'll also hear from industry experts on how to successfully execute these strategies. For more information, visit [powersportsbusiness.com](#).



Snowmobile dealers bring optimism into 2019-20 season after spring sales. See page 30.



# POWERSPORTS BUSINESS

**NO HYPE, NO FLUFF...** just important market-specific information to help you improve your dealership's bottom line!

**CLICK HERE TO SUBSCRIBE TO OUR E-NEWSLETTER THAT ARRIVES IN YOUR INBOX THREE TIMES PER WEEK.**



**CLICK HERE TO SUBSCRIBE! ▶ PRINT ▶ DIGITAL EDITION**

**▶ E-NEWSLETTER**

