What does your online brand say about you?

Managing your online brand can be time-consuming not to mention confusing. How can you get inaccuracies in your business listings corrected? And why is it that reviews from your happy customers never seem to get posted?

Potential customers will want to search online to find out more about you. And when that happens, having no reviews is almost as bad as having negative ones. **CDUdotcom's Brand Manager™ Suite** makes it easier for you to take control of your online reputation.

Our **Brand Manager™** software can be customized to meet your needs. Choose any or all of the following options:

- **Listing Builder:** build accurate business listings and improve your chances of getting found online utilizing listing sync and/or listing distribution services
- **Reputation Management:** generate and monitor reviews on your own website and on popular review sites such as Yelp!, Google+ and Facebook
- **Social Marketing:** simplify social media tasks, generate leads via Twitter

Brand Manager™ software is the perfect solution for do-it-yourselfers looking to simplify the process of managing your online presence. We'll provide you with the training and support you'll need to get started. Or let us do all the heavy lifting for you with our **Brand Manager™ Concierge** (a.k.a. We do it for you!) services.

LB Brumage
President

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LISTING BUILDER

The most comprehensive business listing solution for local businesses.

Get found. Gain traffic. Grow revenue.

Establish accurate business listings and **appear in more places across the web**. Packed with three powerful presence management tools—Listing Sync, Listing Distribution and My Listing—Listing Builder is **the most comprehensive business listing solution on the market**.

1

Listing Sync

With Listing Sync, you can **quickly establish accurate business listings on more than 35 reputable sites**. Plus, you can sync to Google My Business, Facebook, Twitter and Foursquare for no additional charge. These features allow you to:

- Improve your chances of getting found online.
- Drive customers to your business (by generating accurate locations on popular navigation systems).
- Quickly change your hours and contact info whenever there's a change to your business' details.
- Protect your listings against manipulation by third parties.

Google My Business	Sync	ON
Facebook	Sync	ON
Twitter	Sync	ON
Foursquare	Sync	OFF

2

Listing Distribution

Listing Distribution allows you to **build accurate business listings on the four major data aggregators**—Factual, Acxiom, Infogroup and Neustar/Localeze. These aggregators are referenced by over 300 sites. As a result, Listing Distribution helps you:

- Improve the likelihood that potential customers find your business in local search.
- Fix inaccurate business info at the core of the problem.
- Broaden your reach and boost your visibility online.

	neustar / Localeze.	factual.
Business Name Olive Garden	⚠️	✔
Street Address 3251 20th Ave	✔	⚠️
City San Francisco	✔	✔
State / Prov / Region CA	✔	✔
Country US	✔	✔
Zip / Postal Code 94132	✔	✔

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My Listing

3

With My Listing, you can **create a mobile-responsive business listing that is optimized for local search**. This customizable listing allows you to:

- Drive more traffic to your website.
- Display your store hours and contact info (so it'll be easier for people to find your business).
- Design and share coupons to generate new revenue.

80% of consumers use search engines to find local information

Why You Need Accurate Listings

Search engines trust business info that is consistent across numerous listing sites. That means **businesses with plenty of accurate listings improve their chances of showing up in local search**.

Four of five consumers use search engines to find local information such as a business' address, hours of operation and directions. Business listings give consumers that information. As a result, **local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours**.[1]

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TAKE CONTROL OF YOUR ONLINE REPUTATION TODAY

Your reputation is what you say about yourself and what others say about you. Every day, customers are talking about your business on websites like Yelp, TripAdvisor, Google+, Facebook, blogs and elsewhere, and this chatter has a direct impact on your revenue — it's time you join the conversation.

Reputation Management gives you control over your online presence by helping you correct online listings, respond to reviews, benchmark yourself against competitors and more.

90%
of customers say buying decisions are influenced by online reviews [1]

Verify your listings to improve your search rank

Hear what people are saying all over the web
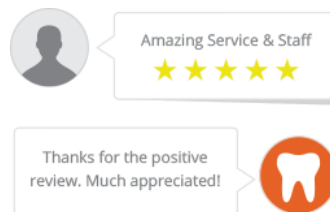
Monitor customer feedback on review sites

Stay in-the-know with regular reports

Amazing Service & Staff
★★★★★

Thanks for the positive review. Much appreciated!

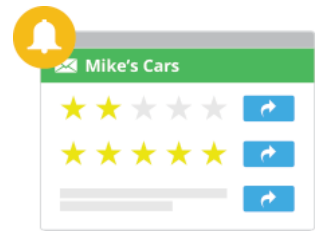Mike's Cars
★★☆☆☆ ➔
★★★★★ ➔

Verify the accuracy of your online business listings across review sites, directory sites and social networks. Inconsistent listing data can lead to poor placement in search results.

Compile mentions from a variety of sources, including news sites, blogs and social networks. Plus, highlight the most positive and negative mentions using automated sentiment analysis.

Pull in results from major review websites to view overall scores and see which keywords your customers are using to describe your business.

Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.

[1]http://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756

BENEFITS

- Hear what your customers are saying about your business on review sites, blogs and social networks
- Ensure your online listings are consistent across the internet
- Monitor your employees' activity on social media
- See how your online presence compares to your competition
- Receive regular, actionable reports that help improve your presence
- Gather reviews from customers both online and in-store with **Review Generation**; control which reviews go public and which stay private

73%

lose trust in brands due to inaccurate local business listings. [2]

Monitor, manage and build your online reputation today!

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[2]http://searchenginewatch.com/article/2338839/73-Lose-Trust-in-Brands-Due-to-Inaccurate-Local-Business-Listings-Survey

Review Generation

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Get more reviews
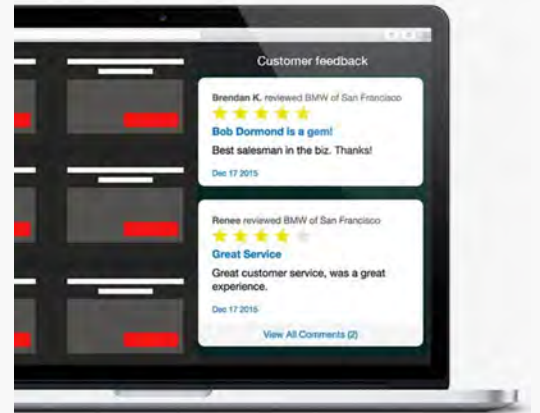Effortlessly gather positive and constructive feedback from your customers.

Showcase reviews
Market positive reviews on multiple platforms and prompt your happy customers to share their reviews.

Manage reviews
Get real-time notifications about new reviews, respond to reviews in-line and track engagement.
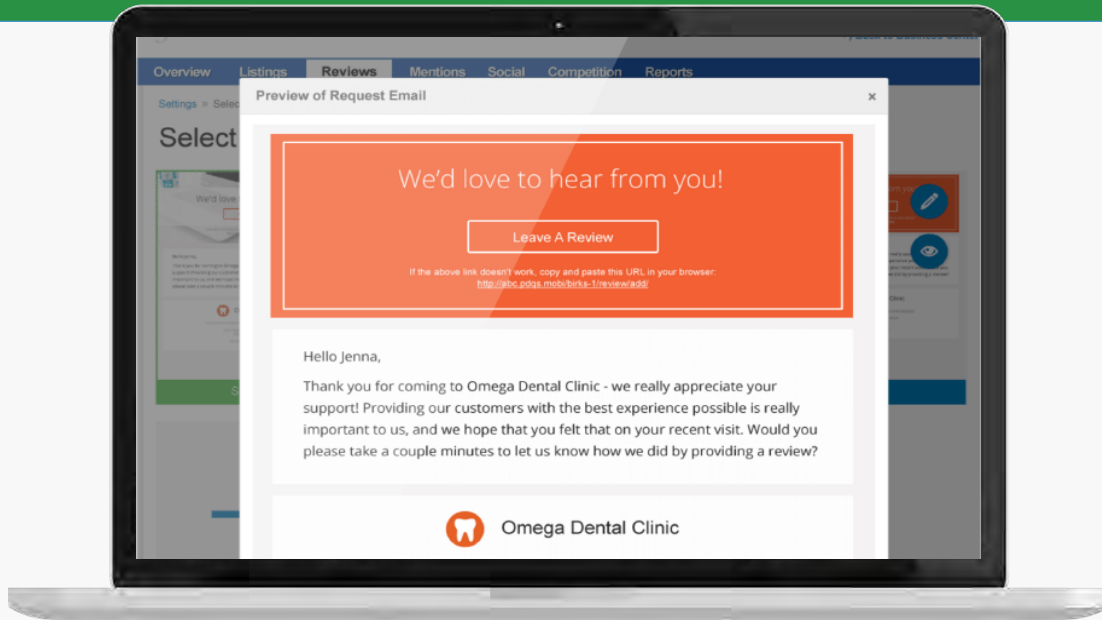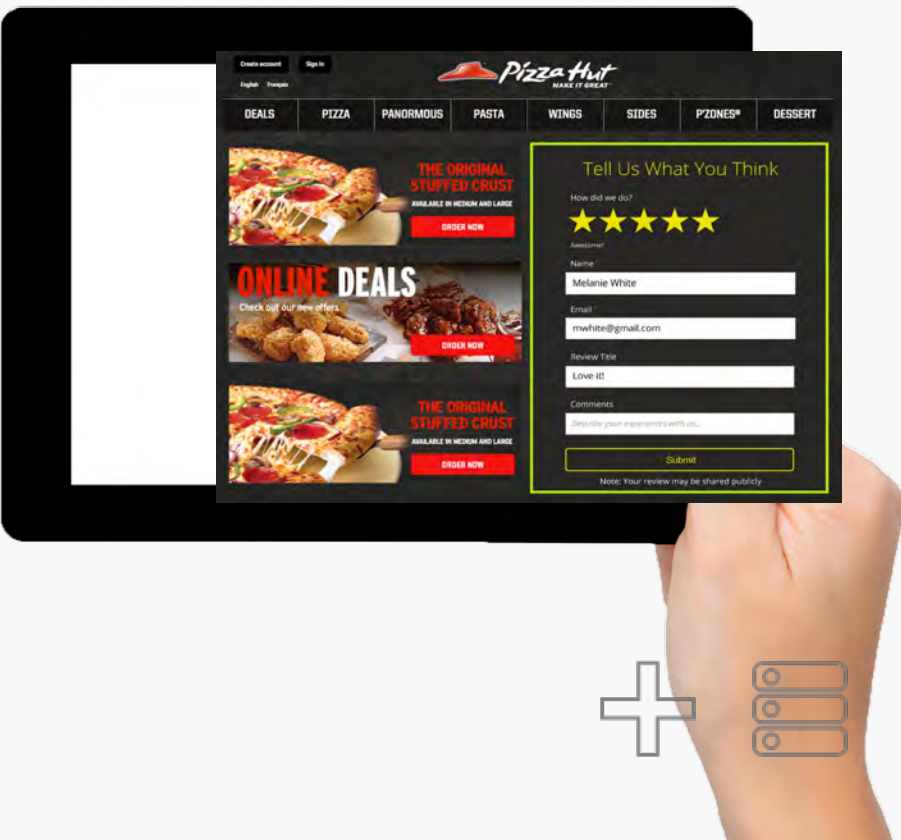
How to Get Started...

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Request feedback from one or multiple customers at a time.

Embed a customizable widget on your existing website to obtain and showcase reviews.

Automatically publish the positive reviews!

Your business needs Review Generation!
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Google My Business

We've partnered with Google to introduce our latest integration with **Google My Business**, allowing local businesses to effectively manage listings and reviews.

Manage Google listings from one place
73% of people lose trust in a brand when their listings are incorrect. We empower you to gain total control over your Google+, Search and Maps listings.

Update Google listings on-demand
As a business owner, you need the flexibility to change your info at any time. We allow you to efficiently update your contact info, website and hours whenever you want.

Get new reviews on Google
94% of consumers would use a business with a four star rating. That's why you must always have a minimum of 10 recent positive reviews on Google.

Monitor and respond to Google reviews
Get notified of new customer reviews, learn the best ways to respond and then reply from directly within our product suite.

You need to manage your Google listings and reviews!
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GROW YOUR BUSINESS WITH SOCIAL MEDIA

Social media marketing is successful when you are constantly posting updates and having real-time interactions with your customers. But really, who has enough time for that?

To make things easier, we offer a tool that streamlines all of your social media marketing needs. Social Marketing helps you publish content, find real-time leads and interact with your online audience. Finally, you can build loyal followers (and revenue) without wasting valuable time.
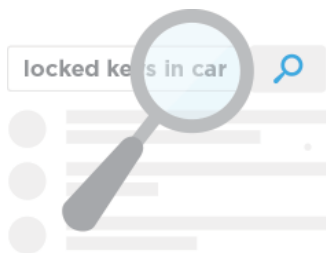
90%
of shoppers trust recommendations on social media, while only 14% trust ads.[1]

Generate new leads and customers	Build a loyal following and fan base	Respond to customer feedback	Compose posts to popular social channels

Find leads based on social activity in your area and engage them with the click of a button! Discovery Marketing is the fastest way to find red-hot business opportunities through social media.

Thinking up new things to say on social media can be difficult. Social Marketing helps local businesses create compelling social posts that people want to tune into.

Stay up to date with your social activity and see what people are saying about you—all from one dashboard. Hear the latest buzz and respond directly to customers from one place.

Compose and post content across all of your platforms from one location. Plan and compose future posts, too, then sit back and watch as we take care of them for you.

1http://webbiquity.com/social-media-marketing/106-more-amazing-social-media-and-marketing-statistics-for-2014-and-2015/

SOCIAL MARKETING
Social Media Marketing for Small and Medium Businesses

BENEFITS

- Interact directly with new customers to expand your audience
- Discover content and republish it to engage with your audience
- Respond to clients on multiple social platforms from one place
- Monitor Facebook, Twitter, Google, LinkedIn and Foursquare accounts from one easy-to-use location
- Compose and post content to all of your social channels, as well as schedule content to publish at a later date

85%
of fans of brands on Facebook recommend brands to others, compared to just 60% of average users. [2]

Customer Service

Generating Leads

Building Fans

Monitor, manage and build your online reputation today!

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[2] http://www.syncapse.com/value-of-a-facebook-fan-2013/#.U9gcRPldV8F