

igniyte

Transform how the
world views you online

The Business of Reviews

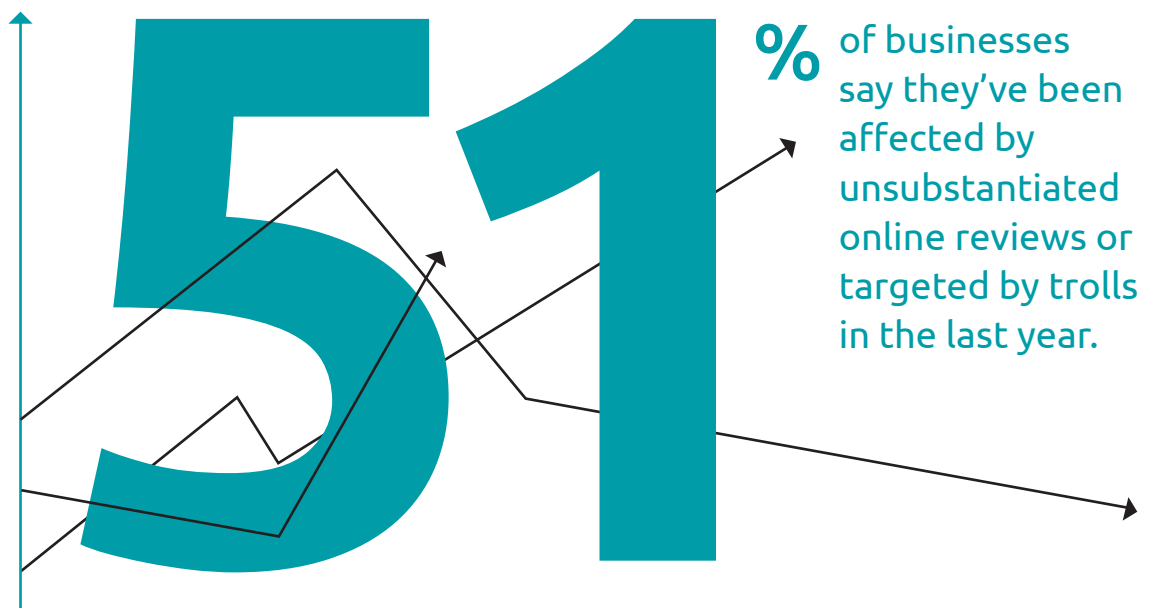
Commissioned by Igniyte,
survey conducted by OnePoll

Igniyte transforms the way the world views
you online by creating positive content, PR and
profiles for individuals, companies and brands.



The Business of Reviews

A new report published by Igniye looks into the real cost of online reviews to businesses in the UK. Business owners and higher managers from 1,000 companies across the UK were surveyed to find out how conversations online were impacting on their businesses financially, but also in terms of reputation. The findings suggest that unsubstantiated reviews and forum posts, trolling and malicious comments online are of increasing concern to companies.



13%

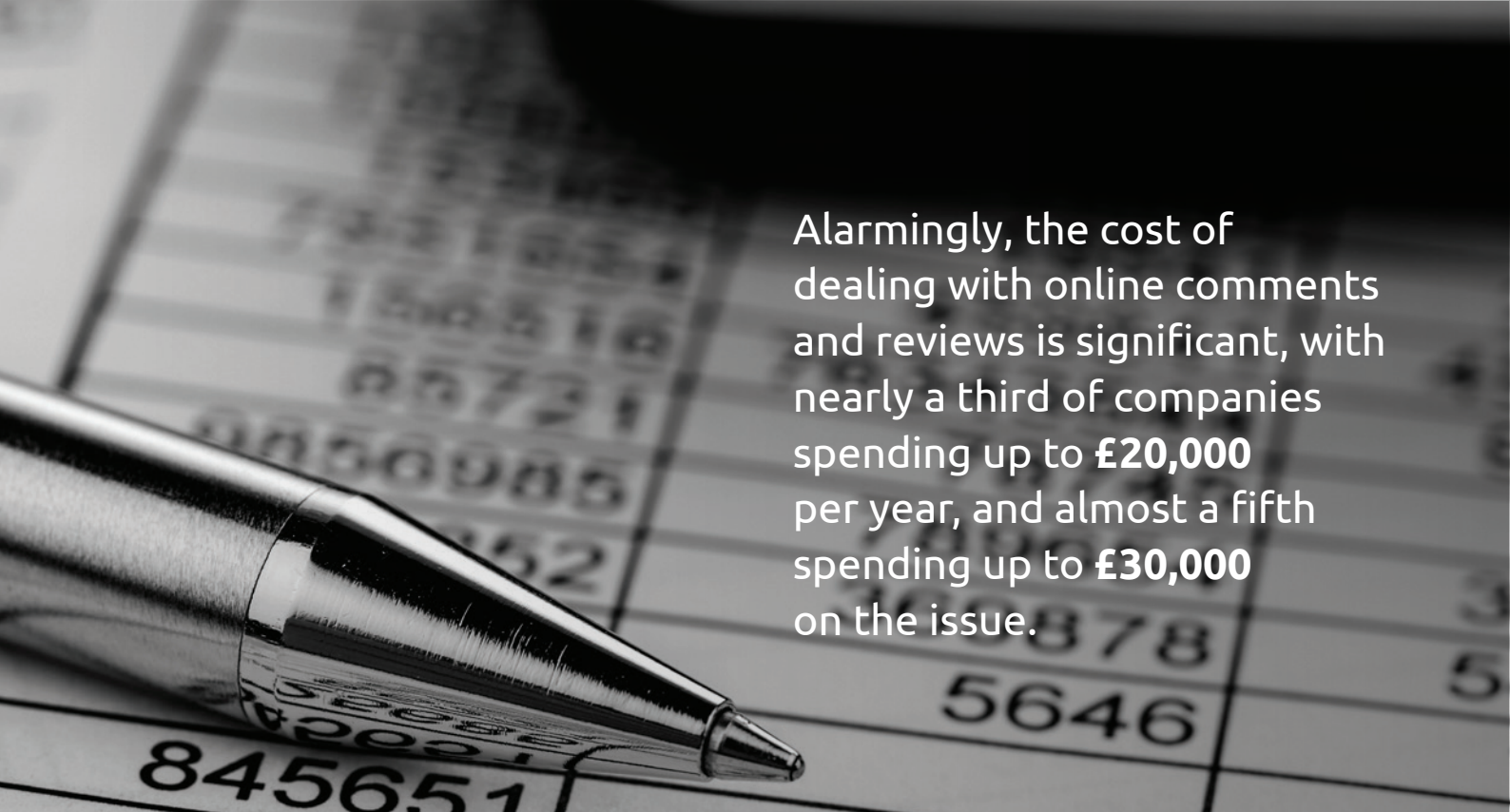
feel the problem is getting worse

14%

don't know how to deal with it

24%

believe they've dealt with the issue adequately for now



Alarming, the cost of dealing with online comments and reviews is significant, with nearly a third of companies spending up to **£20,000** per year, and almost a fifth spending up to **£30,000** on the issue.

75%

of businesses quizzed say online reviews, comments and forum posts are important to the financial and reputational status of their business

Of these,

17%

say they can 'make or break' a business

34%

believe they are becoming 'more important'

24%

think they are 'not' as important as other elements of PR and marketing

"Igniye supports companies within the UK and globally, helping them to implement review strategies and manage conversations online. Review sites and forums are used widely by consumers and on the whole, their use brings great insight and a measure of opinion online. However in some instances, feedback is unjustified, defamatory and dated and there is growing concern that some high ranking review sites and forums are used for targeted campaigns against a company or brand. The results of this can be devastating."

Caroline Skipsey, Managing Partner, Igniye

The Business of Reviews - Key Findings

Of the **1,000** UK businesses surveyed for the report:



Over half

51%

have been directly affected by online content in the last 12 months

Three quarters

75%

believe online reviews, comments and forum posts are 'extremely' important to the financial and reputational status of their business

Over three quarters

76%

are concerned about the influence malicious posting on review sites may have on customers

Almost a third

30%

are 'very' worried about unsubstantiated comments on review or forum sites

Over a sixth

17%

say that online reviews have the potential to destroy a business

Nearly a fifth

14%

of businesses do not know how to deal with the issue

While another fifth

18%

of businesses are investing heavily trying to resolve the problem

A fifth

20%

are now monitoring for online reviews daily



Igniye's best practice for managing reviews

igniye
Transform how the world views you online

In an age where negative and damaging content can be posted and shared instantly, it's inherent that brands take a pro-active approach to managing online reviews and comments, not wait until a crisis is upon them.

A long-term solid review and forum management plan will help to protect your brand against unfair posts.

Here's our top advice for managing your online reviews and forum posts: ▼

1

Customer service functions and marketing departments must work together; the process of dealing with offline and online complaints needs to be consistent.

2

If you have an active account on the larger review platforms, apologise and respond to reviews – let other visitors to the site read your comments, not the reviewers.

3

Monitor online conversations about your brand and watch out for comments and reviews, it's equally as important for highlighting the positive comments as well as the negative.

4

Don't ignore negative comments – respond to them as though you would a complaint, also ensure you're promoting the positive comments. This will build trust and promote your brand.

5

Create and promote positive content surrounding your brand and its products and services; if this natural content is written to appeal to your target audience, it should rank well.

Igniye is a specialist reputation management company supporting individuals, executives, companies and brands in building a strong online presence through positive communications and content. We consult on an array of online reputational issues including review management, removal of defamatory content, privacy and crisis communications.

For further information please contact **Caroline Skipsey** on email: caroline@igniye.co.uk or phone: +44 (0) 203 542 8688

Web: www.igniye.com Twitter: [@igniye](https://twitter.com/igniye)

