

# ReachCast™

ReachCast is a social and reputation management solution designed to help increase your online exposure and maintain a positive, consistent presence for your brand across the web.



## Drive Social Activity

Grow your social reach and engagement with consistent, relevant posts and interaction with your followers.

**20%** ON AVERAGE, BRANDS ONLY ANSWER 20% OF MESSAGES THAT REQUIRE A RESPONSE OR ATTENTION ON SOCIAL MEDIA.<sup>1</sup>



## Monitor & Manage Your Reputation

Maintain a strong online reputation with positive review exposure and our quick, professional responses.

**18%** REVIEWS PRODUCE AN AVERAGE OF 18% UPLIFT IN SALES.<sup>2</sup>



## Free Up Your Time

Allow our experts to manage your primary social media channels, review site feedback, and blog content.

**43%** OF SMALL BUSINESSES SPEND 6+ HOURS/WEEK ON SOCIAL MEDIA ALONE.<sup>3</sup>

## Staying on top of your brand's online presence is a full-time job.

### Rely on our Experts

We'll ensure your brand goals and tone of voice are consistent online as we create content, engage with your social followers on Facebook and Twitter, and stay on top of customer reviews.

### Grow Your Online Reach

Keyword-rich blogs, active social channels, and quick responses on major review sites will all help you gain more exposure across the web, and ultimately more traffic to your business.

### Be a Thought Leader

Blog posts and infographics on hot topics in your industry show your customers and prospects you understand their pain points and are here to help.

### Build Trust On Review Sites

Review sites allow your fans to help grow your business. We'll respond to positive reviews and then amplify them across social media, plus help you respond to the not-so-positive ones.

### Stand Out From the Competition

Keep your brand and message up to date across the social sites your target audience uses. You'll look buttoned up and professional compared to competitors who can't keep up.

### Engage With Your Audience

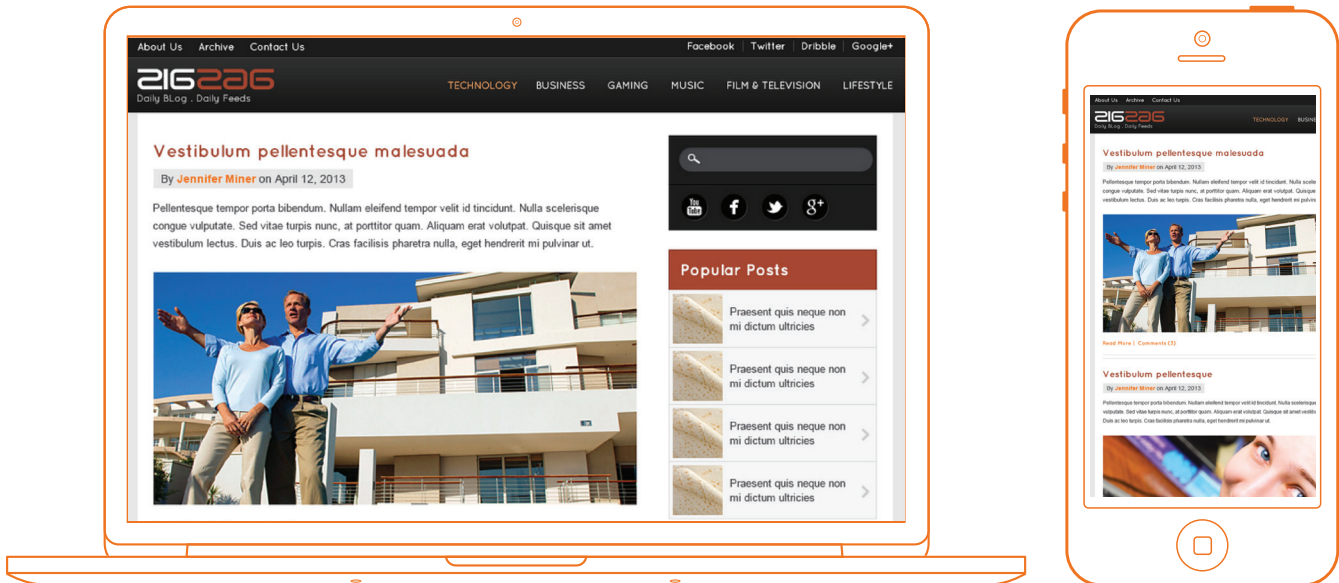
When people comment on a social post, blog, or review site, we'll be there to respond quickly (or advise you on how best to respond).

**“ReachLocal helps us manage every aspect of our marketing: our web, social, reviews and feedback – all in one location. ReachLocal is a one stop shop for us.”**

*Kristy Walker  
Hygienist & Hygiene Team Lead  
Oak Creek Dental Care*

# ReachCast™

Every place your brand shows up on the web, and every interaction people have with you online, affects your reputation. Keep control of your web presence and make it work in your favor with ReachCast.



## Blog Writing

We'll create buzz-worthy blogs once a week with advice, how tos, and tips related to your product or service. Targeted keywords help boost your rankings in search results, exposing your brand to new audiences.



## Social Media Engagement

We'll share blog posts and other compelling content each week on social media to drive likes, shares, comments, and visits. We'll also engage with followers and help you find new followers to help grow your social media fan base.



## Infographic Creation

Once every 6 months we'll create a highly-shareable infographic for your audience.<sup>4</sup> We'll share the infographic multiple times across key social channels like Facebook, and Twitter to start the sharing momentum.



## Reputation Monitoring & Management

We can't change your reviews but we can help keep track of them all across 30+ review sites, send you alerts of new reviews, and make sure appropriate responses are posted on your behalf in a timely manner. Plus, we'll amplify your positive reviews with social sharing.



## Social Media Presence

If you aren't already on Facebook, Twitter, or Google+ we'll create new accounts for you. We'll make sure all new and existing social media accounts are consistent with your brand, business info, and messaging.