



Reselling GatherUp

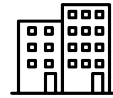
3 ways to deliver reputation
management for profit

**tall
tale**
AGENCY

3 ways to resell

Help clients manage customer feedback and online reviews while generating a profitable revenue stream for your agency.

We've outlined three ways to offer services with suggested pricing and potential profit margins to help you get started.



Do it for me

Full-service reputation management for your client



Do it with me

Agency and client share management responsibilities



Do it yourself

Agency provides software and onboarding only



Do it for me

Recommended

Control your clients success with Do It For Me. This full-service approach is highly recommended by most agencies.

Charge a premium for the value you bring to your clients. Additionally, many features and actions are automated so you can manage a location in 30 minutes or less each month.

Agency Best Practices

- Agency-only account management and ongoing support
- Set up the account, location info, and branding for your client.
- Ensure customers are added on a daily or weekly basis.
- Customize requests, landing pages, and email reminders.
- Set-up and manage notifications. Alert client to negative feedback within 2 business hours.
- Reply to all positive reviews.
- Send reports to your client and include a summary of activity and insights.
- Advise client to encourage employees to direct customers to give feedback.
- Install display widgets on client website.
- Create and share social media posts.



Do it for me

Charge \$250 monthly per location

Single Location Costs:

- \$99 Pro Plan per location*
- 30 minutes at \$25/hr set-up (one-time)
- 30 minutes at \$25/hr management

= \$138.50/month Total Profit

- Agency Responsibility
- Client Responsibility

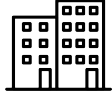
* See next page for multi-location pricing

Set-up Actions (One-time)

- [Add client locations to Agency Dashboard](#)
- [Upload client logo](#)
- [Select sites to monitor and request reviews on](#)
- Complete authorizations ([Google](#), [Facebook](#), [Twitter](#))
- [Add widgets to client website](#)
- [Select and customize request mode](#)
- [Set-up SMS Requests](#)
- [Add recipients and set-up notifications](#)
- [Set-up tags and add keywords](#)
- [Set-up TextBack](#)
- [Add users and assign user roles](#)

Management

- [Add customers](#)
- [Respond to positive reviews](#)
- [Respond to neutral/negative reviews](#)
- [Share reviews to social channels](#)
- [Reporting](#)



Do it for me

Multi-location pricing

# of locations	Per location				Total profit	Profit Margin
	Pro Plan	Manage	Charge	Profit		
1	\$99.00	\$12.50	\$250.00	\$138.50	x1 = \$138.50	55%
2-10	\$60.00	\$12.50	\$250.00	\$177.50	x2 = \$355	71%
11-16	\$45.00	\$12.50	\$250.00	\$192.50	x11 = \$2,117.50	77%
17-25	\$35.00	\$12.50	\$250.00	\$202.50	x17 = \$3,442.50	81%
26-100	\$32.00	\$12.50	\$250.00	\$205.50	x26 = \$5,343.00	82%
101+	\$25.00	\$12.50	\$250.00	\$212.50	x101 = \$21,662.50	85%



Do it with me

For agencies with limited resources

This approach is recommended for agencies with limited resources or for tech-savvy clients. Create a free white label account and grant clients access to their locations.

Share management responsibilities with your client to have less labor output.

Agency Best Practices

- Set up the account, location info, and branding for your client.
- Set-up and manage notifications.
- Reply to all positive reviews.
- Send reports to your client and include a summary of activity and insights.

Client Best Practices

- Customize requests, landing pages, and email reminders.
- Ensure customers are added on a daily or weekly basis.
- Encourage employees to direct customers to give feedback.
- Reply to all direct feedback.
- Reply to negative reviews.
- Display reviews on business website using widgets
- Create and share social media posts.



Do it with me

Charge \$200 monthly per location

Single Location Costs:

- \$99 Pro Plan Location
- 30 minutes at \$25/hr set-up (one-time)
- 15 minutes at \$25/hr management

= \$94.75/month Total Profit

- Agency Responsibility
- Client Responsibility

* See next page for multi-location pricing

Set-up Actions (One-time)

- [Add client locations to Agency Dashboard](#)
- [Upload client logo](#)
- [Select sites to monitor and request reviews on](#)
- Complete authorizations ([Google](#), [Facebook](#), [Twitter](#))
- [Add widgets to client website](#)
- [Select and customize request mode](#)
- [Set-up SMS Requests](#)
- [Add recipients and set-up notifications](#)
- [Set-up tags and add keywords](#)
- [Set-up TextBack](#)
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Management

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- [Share reviews to social channels](#)
- [Reporting](#)



Do it with me

Multi-location pricing

# of locations	Per location				Total profit	Profit Margin
	Pro Plan	Manage	Charge	Profit		
1	\$99.00	\$6.25	\$200.00	\$94.75	x1 = \$94.75	47%
2-10	\$60.00	\$6.25	\$200.00	\$133.75	x2 = \$267.50	67%
11-16	\$45.00	\$6.25	\$200.00	\$148.75	x11 = \$1,636.25	74%
17-25	\$35.00	\$6.25	\$200.00	\$158.75	x17 = \$2,698.75	79%
26-100	\$32.00	\$6.25	\$200.00	\$161.75	x26 = \$4,205.50	80%
101+	\$25.00	\$6.25	\$200.00	\$168.75	x101 = \$17,043.75	84%



Do it yourself

Initial consult only

This approach is for price sensitive clients only. The agency role is limited to consultant and your client is responsible for all management activities.

Underutilization of the product is a major risk and can result in cancellations. Any time spent working to keeps clients will cut into profit margins.

Agency Best Practices

- Set up the account, location info, branding, and notifications for your client.
- Educate client on features and functions.
- Configure reports to send directly to client.
- Consider a monthly review

Client Best Practices

- Ensure customers are added on a daily or weekly basis.
- Customize requests, landing pages, and email reminders.
- Reply to all direct feedback.
- Reply to negative reviews.
- Encourage employees to direct customers to give feedback.
- Display reviews on business website using widgets
- Create and share social media posts.



Do it yourself

Charge \$110 monthly per location

Single Location Costs:

- \$99 Pro Plan per location
- 15 minutes at \$25/hr set-up (one-time)
- 5 minutes at \$25/hr management

= \$8.92/month Total Profit

- Agency Responsibility
- Client Responsibility

* See next page for multi-location pricing

Set-up Actions (One-time)

- [Add client locations to Agency Dashboard](#)
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- Complete authorizations ([Google](#), [Facebook](#), [Twitter](#))
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- [Reporting](#)



Do it yourself

Multi-location pricing

	Per location					
# of locations	Pro Plan	Manage	Charge	Profit	Total profit	Profit Margin
1	\$99.00	\$2.08	\$110.00	\$8.92	x1 = \$8.92	8%
2-10	\$60.00	\$2.08	\$110.00	\$47.92	x2 = \$95.14	44%
11-16	\$45.00	\$2.08	\$110.00	\$62.92	x11 = \$692.12	57%
17-25	\$35.00	\$2.08	\$110.00	\$72.92	x17 = \$1,239.64	66%
26-100	\$32.00	\$2.08	\$110.00	\$75.92	x26 = \$1,973.92	69%
101+	\$25.00	\$2.08	\$110.00	\$82.92	x101 = \$8,374.92	75%



THANK YOU

Any questions?

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Working with us

3 ways to purchase reputation
management services

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Reputation Management

Generate, respond to, and analyze online reviews and direct customer feedback.

Includes:

- Review monitoring on 50+ sites keeps you up-to-date of your online reputation
- Branded digital experience to capture Net Promoter Score® with direct feedback and generate reviews
- Email, text, kiosk, url, and website delivery connects any business with it's customers
- Notifications and reply features
- Custom widgets display reviews and ratings on your website for social proof
- Social media image creation and sharing feature
- Performance reports
- Sentiment analysis by keyword of all review content and direct feedback

3 ways to pay

To meet your support needs and budget, we offer three ways to purchase reputation management services and software.

**Fees are monthly per location*



Do it for me \$250.00*

Full-service reputation management for your brand



Do it with me \$200.00*

Shared management of application with ongoing support



Do it yourself \$99.00*

Self-manage software and all actions for a low-cost solution



Do it for me

\$250.00 monthly per location

Cost includes:

- Review monitoring
- Ongoing support
- Weekly reporting
- Monthly summary

● Agency Responsibility

● Client Responsibility

Set-up Actions (One-time)

- Add locations
- Select sites to monitor and request reviews on
- Set-up notifications and assign recipients
- Brand and customize requests and digital experience
- Set-up TextBack number for client use
- Authorize Google, Facebook, and Twitter for replies and posting
- Add display widgets to client website
- Create tags and assign keywords

Management

- Add customers
- Respond to positive reviews
- Respond to neutral/negative reviews
- Respond to all direct feedback
- Share reviews to social channels
- Weekly performance report and summary via email
- Monthly performance report and discussion



Do it with me

\$200.00 monthly per location

Cost includes:

- Software
- Set-up
- Unlimited users
- Limited management

● Agency Responsibility

● Client Responsibility

Set-up Actions (One-time)

- Add locations
- Select sites to monitor and request reviews on
- Set-up notifications and assign recipients
- Brand and customize requests and digital experience
- Set-up TextBack number for client use
- Authorize Google, Facebook, and Twitter for replies and posting
- Add display widgets to client website
- Create tags and assign keywords
- Add users and assign roles

Management

- Add customers
- Respond to positive reviews
- Respond to neutral/negative reviews
- Respond to all direct feedback
- Share reviews to social channels
- Weekly performance report and summary via email
- Monthly performance report and discussion



Do it yourself

\$99.00 monthly per location

Cost includes:

- Software
- Limited Set-up

● Agency Responsibility

● Client Responsibility

Set-up Actions (One-time)

- Add locations
- Select sites to monitor and request reviews on
- Set-up notifications and assign recipients
- Brand and customize requests and digital experience
- Set-up TextBack number
- Authorize Google, Facebook, and Twitter for replies and posting
- Add display widgets to brand website
- Create tags and assign keywords
- Add users and assign roles

Management

- Add customers
- Respond to positive reviews
- Respond to neutral/negative reviews
- Respond to all direct feedback
- Share reviews to social channels
- Weekly performance reports via email



THANK YOU

Any questions?

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