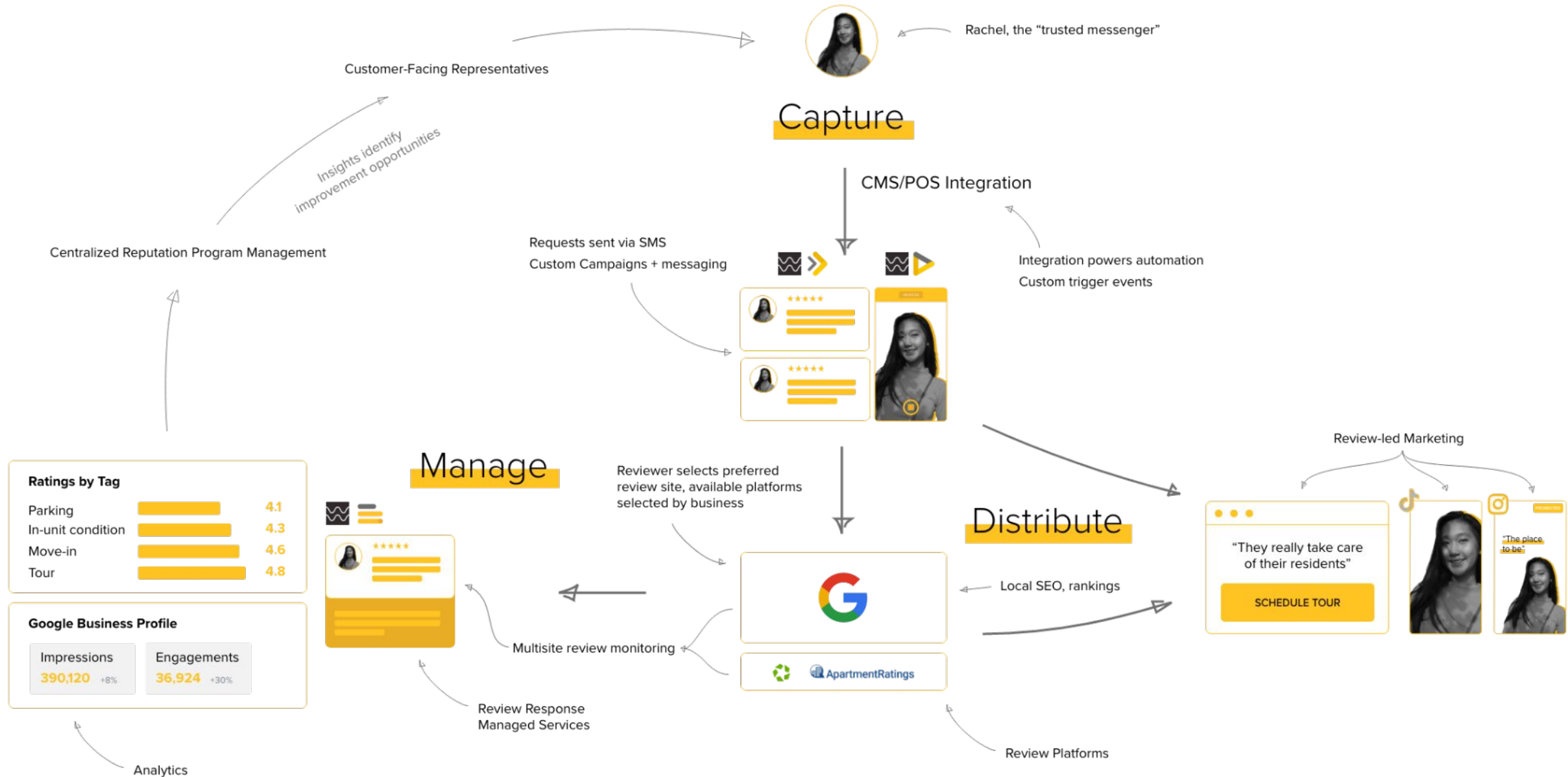




Trust Marketing Framework



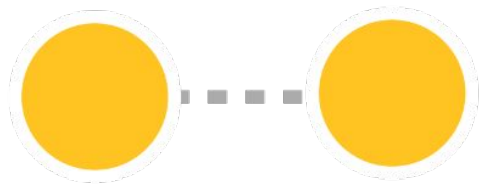
Let's talk **philosophy.**

Today, we live in a world of ***skeptics.***

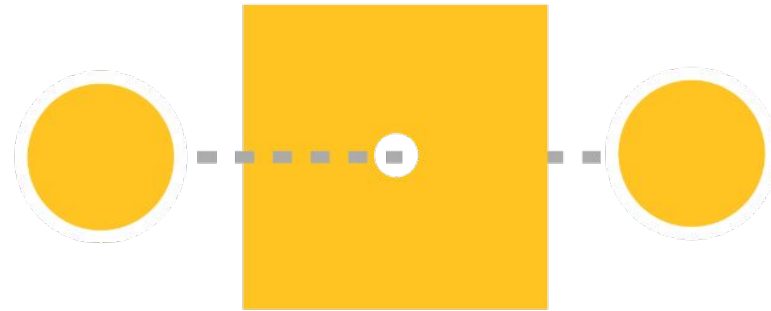
In the last 15 years: very public, visible corporate/institutional failure



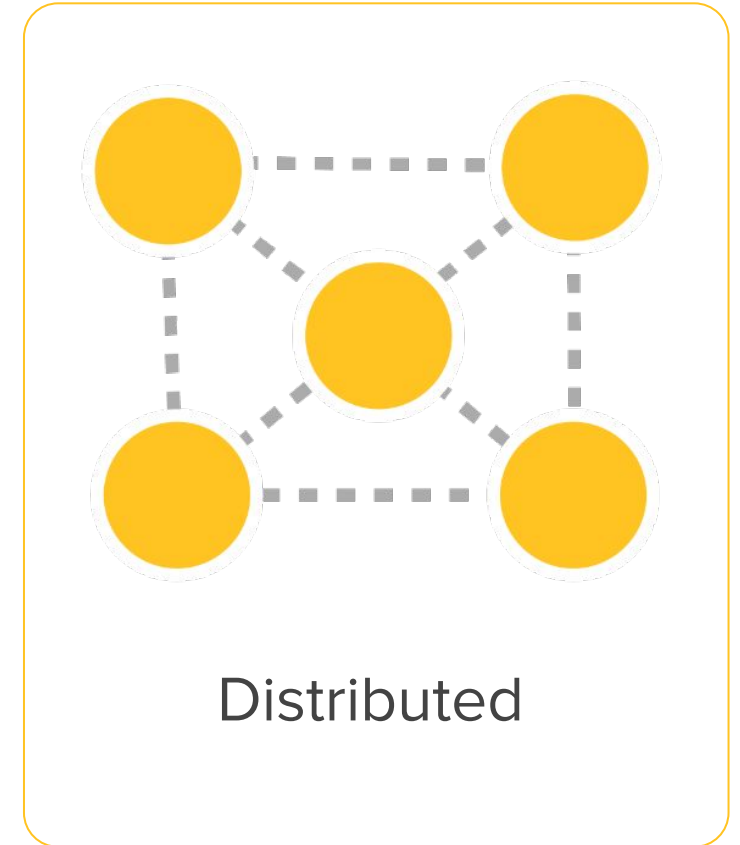
Evolution of Trust



Local



Institutional

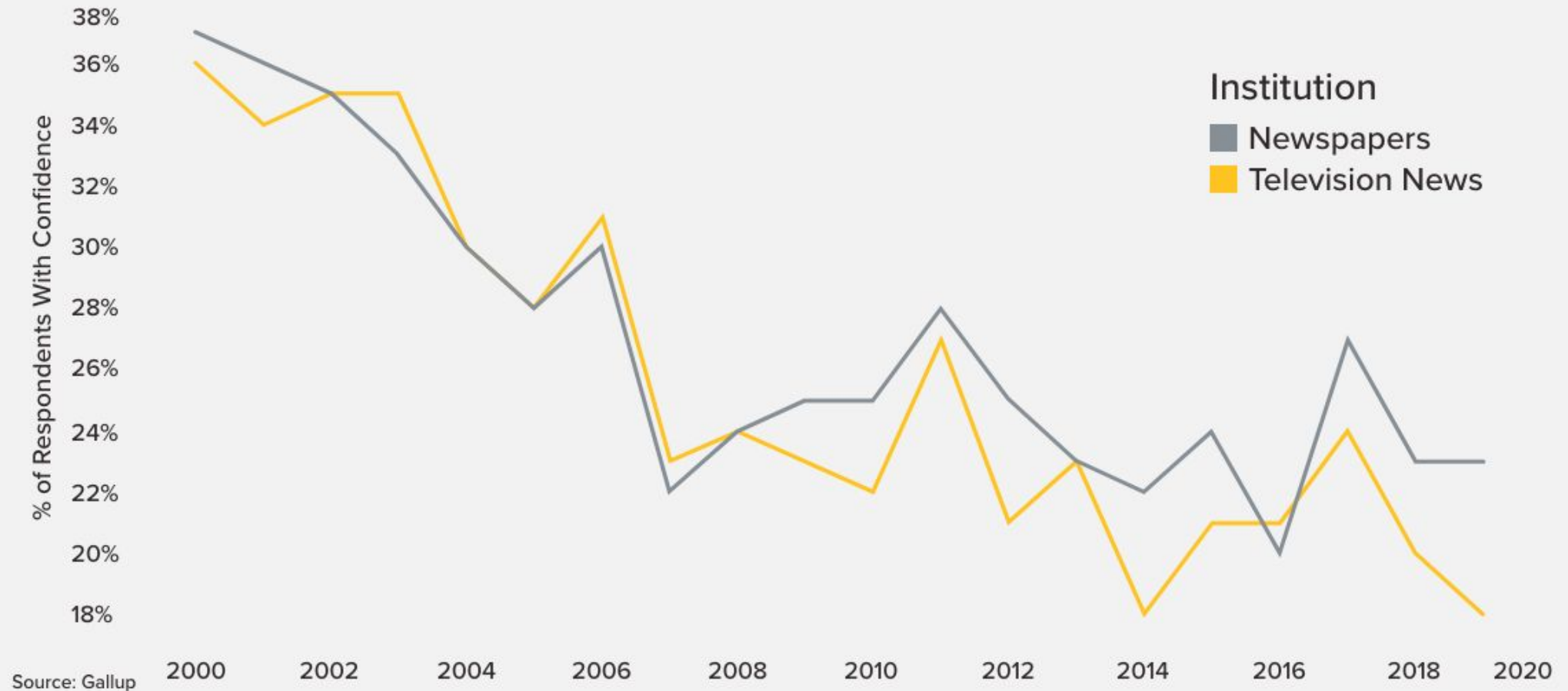


Distributed

Public trust in Media: 2000-2020

Americans' Trust in News Media Has Declined for Decades

% of Poll Respondents with Confidence in Television News and Newspaper Institutions



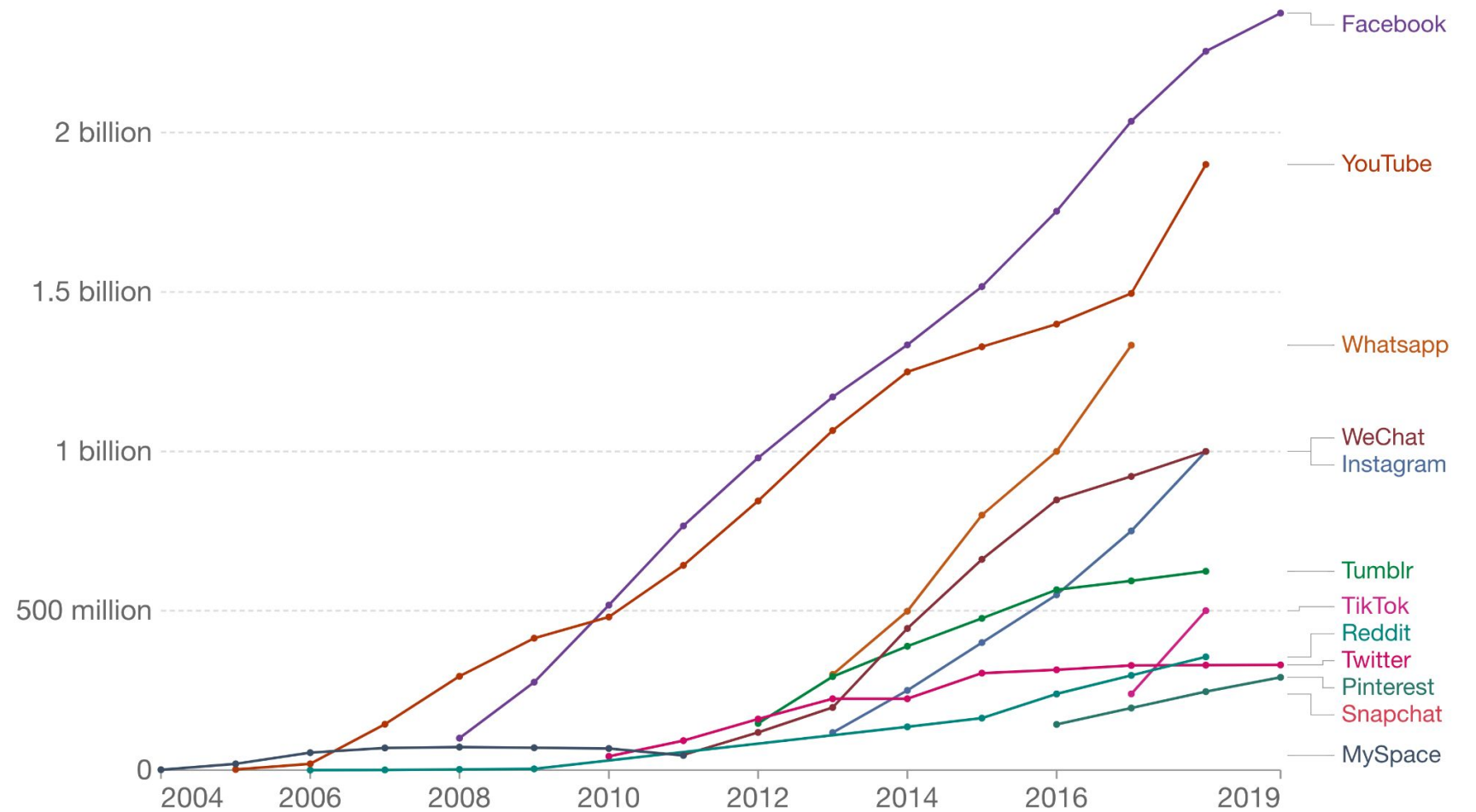
Source: Gallup

At the same time,
technology is exploding

Number of people using social media platforms, 2004 to 2019



Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



Source: Statista and TNW (2019)

CC BY

Meet Rachel



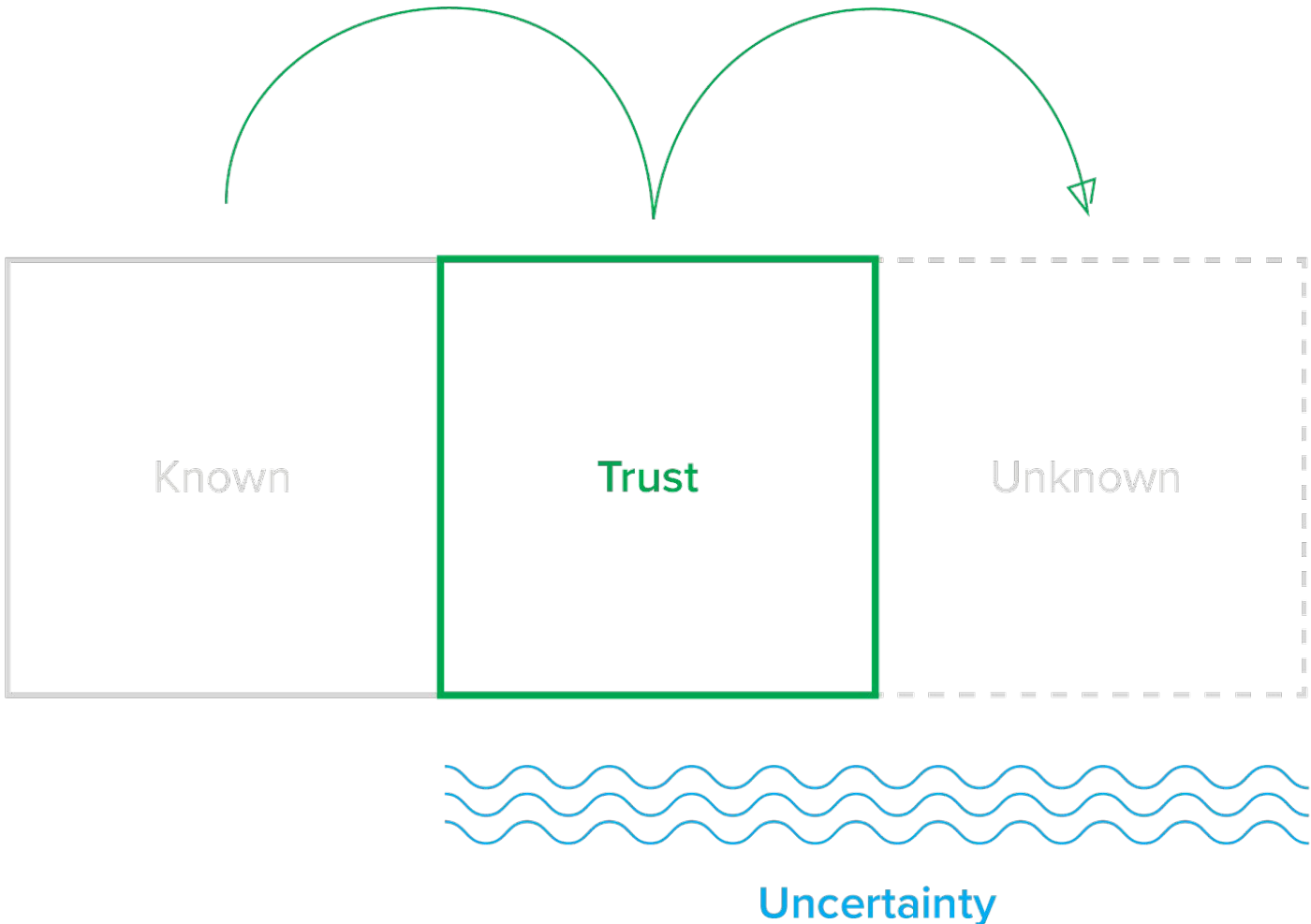
She:

- Gets in strangers cars
- Goes on dates with people she meetings online
- Stays in strangers homes on vacation

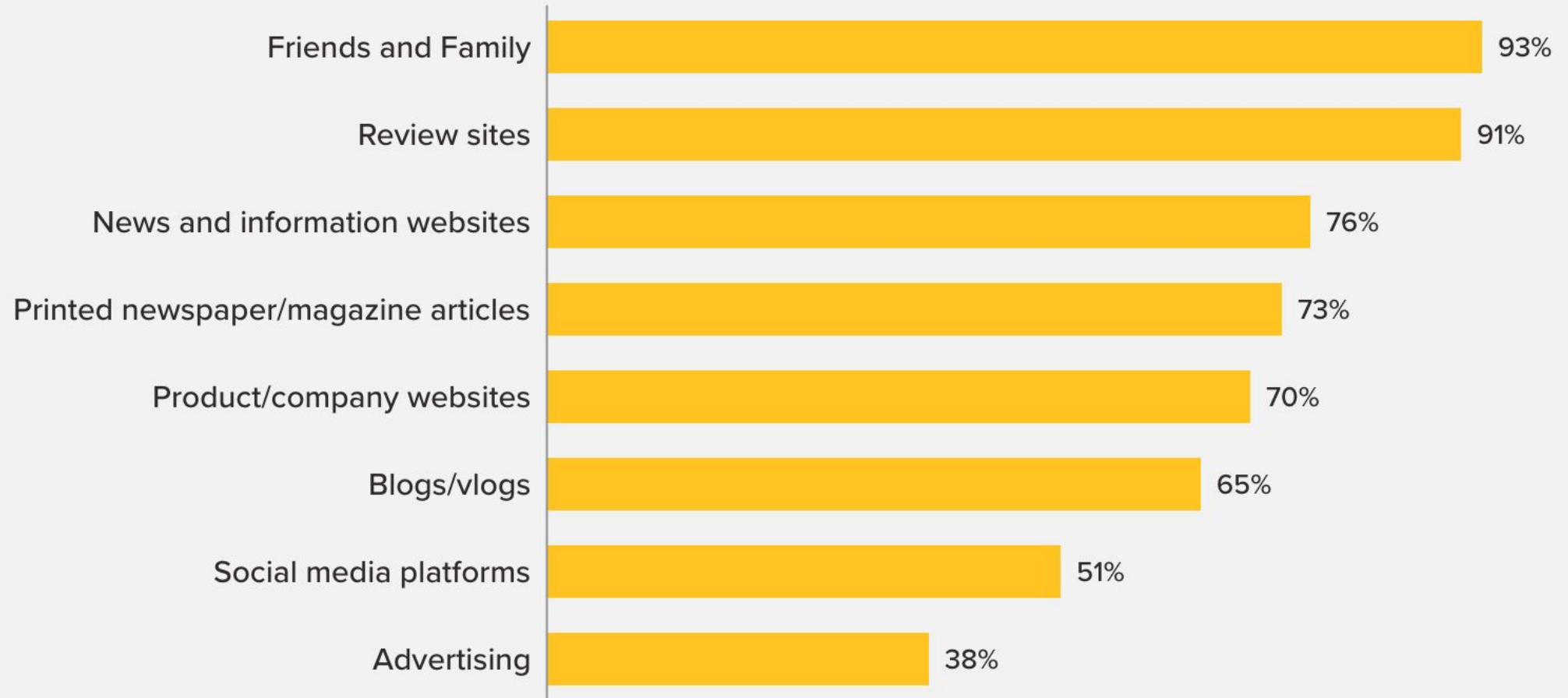


Each of these things we are taught not to do as children. But, because of the power of the internet, the power of peer-to-peer reviews and two-way accountability, she's able to make an enormous trust leap.

Jumping the Trust Gap



Trust in Brand and Service Information Sources



Data Source: Kantar

How Trust is Built in the Modern Era



Institutional

Opaque
Closed
Centralized
Licensed
Top-down

Distributed

Transparent
Inclusive
Decentralized
Accountable
Bottom-up

Let's talk
strategy.

Ride the **wave.**

Why? Your customers are your most trusted marketing asset.



“Your brand is everything people say about you when you’re not in the room.” **Jeff Bezos**

“A brand is no longer what we tell consumers it is - it’s what consumer tell each other it is.”

Scott Cook, Co-Founder, Intuit

Trust Marketing Framework

Goal

Built trust, increase visibility and drive conversion by making customers the central messenger in your marketing, rather than the brand.

Rachel is now at the center of your messaging strategy.

**Why? Rachel is trusted.
Rachel's words drive action.**



A framework to drive **business outcomes**
in the era of peer-to-peer trust

Visibility

Local Search + Review-Led Marketing

Conversion

Persuasion + Trust



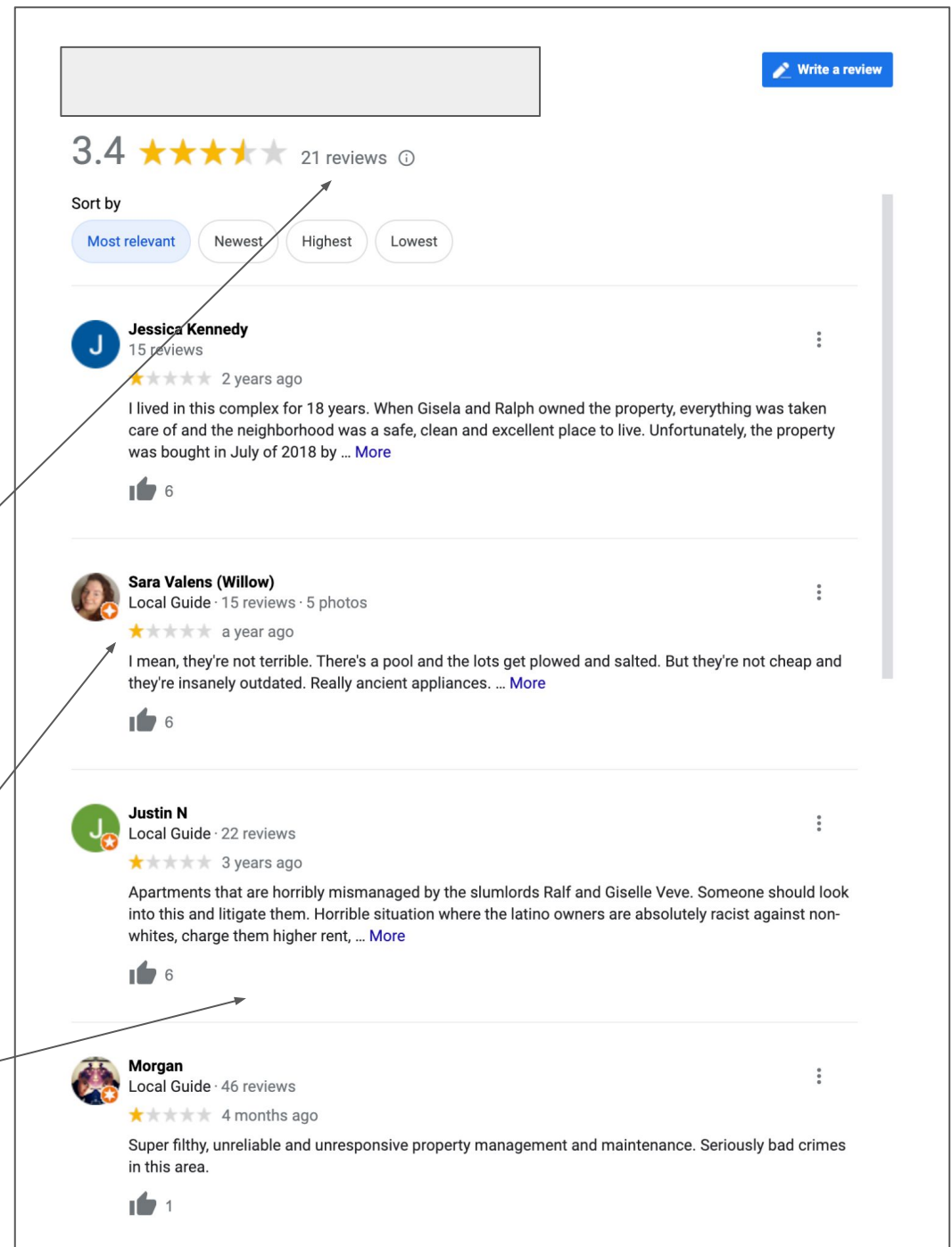
Sales/Leads

Without Trust Marketing You Risk **Degrading Trust**

Low popularity signals

Unflattering organic feedback

No brand side to the story



Write a review

3.4 ★★★★★ 21 reviews ⓘ

Sort by
Most relevant Newest Highest Lowest

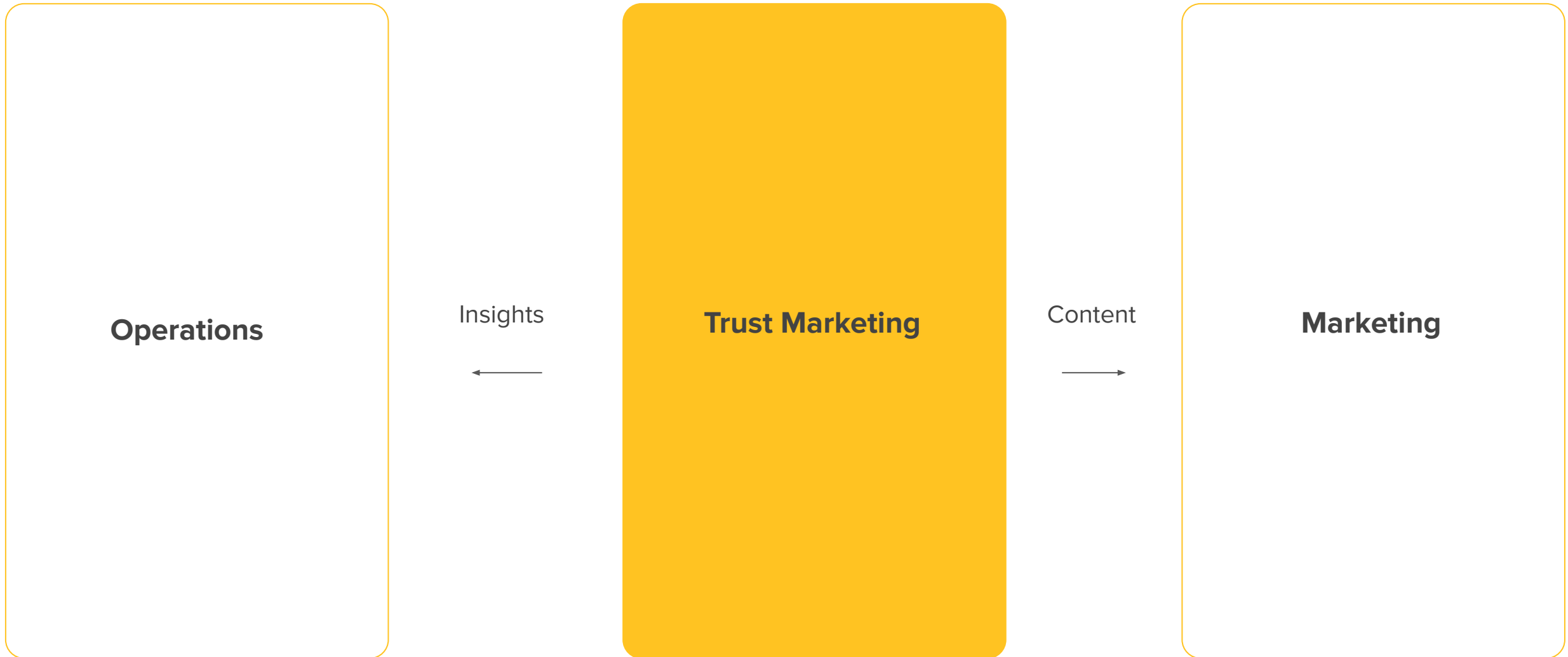
J Jessica Kennedy
15 reviews
★★★★★ 2 years ago
I lived in this complex for 18 years. When Gisela and Ralph owned the property, everything was taken care of and the neighborhood was a safe, clean and excellent place to live. Unfortunately, the property was bought in July of 2018 by ... [More](#)
👍 6

S Sara Valens (Willow)
Local Guide · 15 reviews · 5 photos
★★★★★ a year ago
I mean, they're not terrible. There's a pool and the lots get plowed and salted. But they're not cheap and they're insanely outdated. Really ancient appliances. ... [More](#)
👍 6

J Justin N
Local Guide · 22 reviews
★★★★★ 3 years ago
Apartments that are horribly mismanaged by the slumlords Ralf and Giselle Veve. Someone should look into this and litigate them. Horrible situation where the latino owners are absolutely racist against non-whites, charge them higher rent, ... [More](#)
👍 6

M Morgan
Local Guide · 46 reviews
★★★★★ 4 months ago
Super filthy, unreliable and unresponsive property management and maintenance. Seriously bad crimes in this area.
👍 1

How Trust Marketing Interacts with Current Initiatives



Let's talk **tactics.**

3 Phases of Trust Marketing

Phase I: Capture

Phase II: Distribute

Phase III: Manage

Phase I: Capture

Activate the happy, but usually quiet, majority of residents. And do it at the right time.



Resident Rachel, the "trusted messenger"

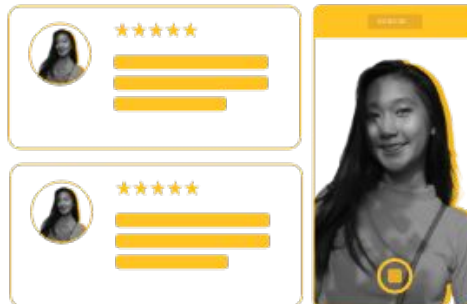
Capture



Requests sent via SMS
Custom Campaigns + messaging

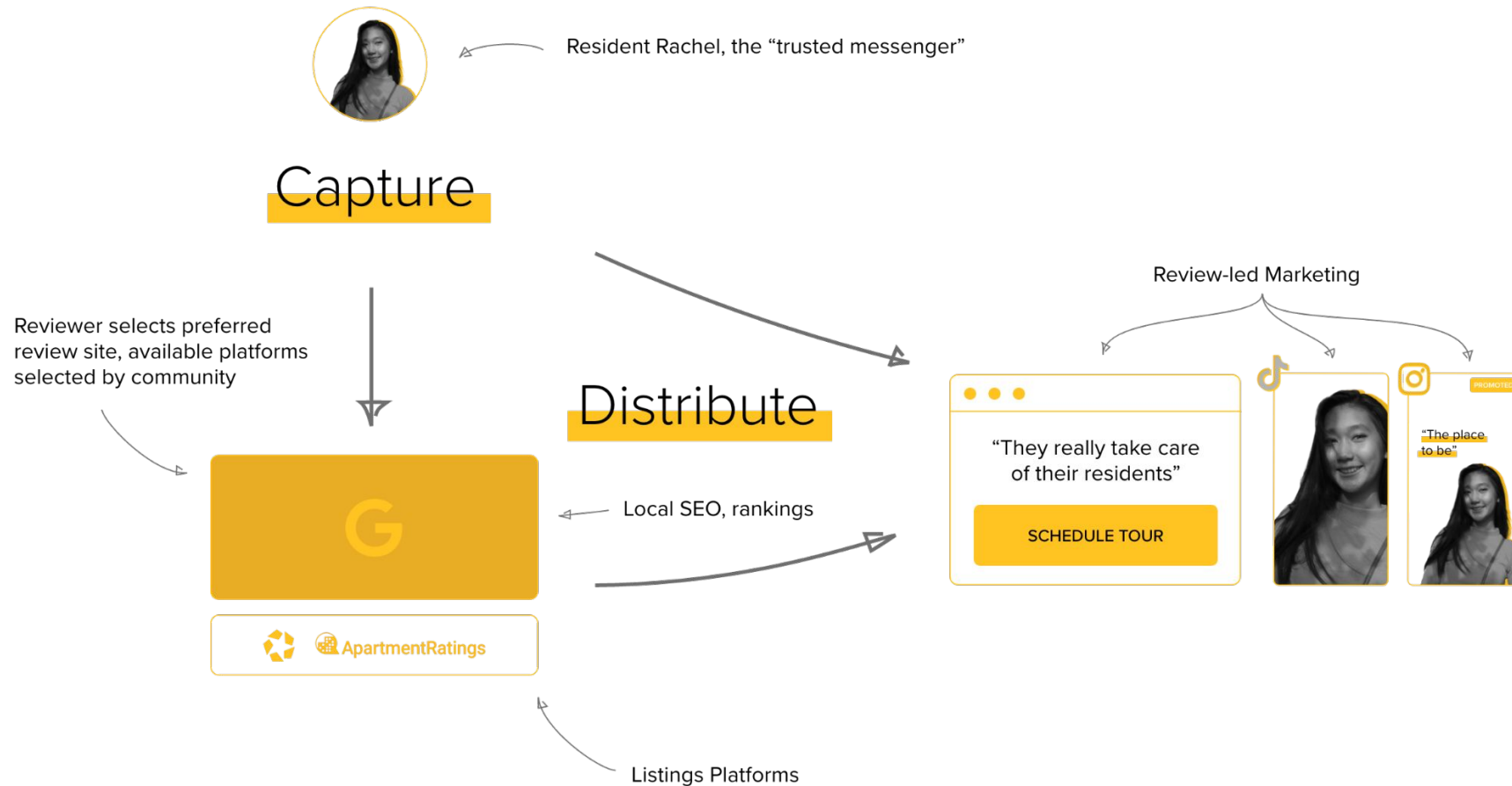


Integration powers automation
Custom trigger events



Phase II: Distribution

Syndicate review content to review platforms. Supplement current marketing channels initiatives with text and video review content.



Customers are routed to your selected sites as part of the Widewail Invite process

Review Sites

Google
Facebook
Industry-specific review sites

Channels

Search
Review Sites
Website
Social Media
Ads
Email
Direct Mail
Billboards

Text and Video reviews integrated into current marketing workflows and channels

Local SEO

Use review content to show up in the Google Map Pack, **organically.**



About 7,210,000 results (0.51 seconds)

Ad · <https://www.liveatmark.com/> · **Atmark Cambridge Apartments - Cambridge, MA Apartments**
Enjoy Amenities Like The Skydeck Lounge With Boston Views & More. Take A Virtual Tour Now. Ready To Find Your Next Home At Atmark Cambridge? Call To View Layouts ...

Floorplans
Explore Available Studio - 2 BR Homes & Apply Online

Amenities & Features
Explore All The Community Amenities & Apartment Features

Ad · <https://www.livearlington360.com/> · **Panoramic Views Of Boston - Arlington 360 Apartments**
Just Blocks From Mass. Ave & Atop A Tranquil Hill, Enjoy The Best Of Arlington Living.

Ad · <https://www.voxcambridge.com/> · **Apartments in Cambridge, MA - Studio, 1, and 2 Bedrooms**
LEED Certified Green Living. Pet-Friendly With Off-Leash Park. Fabulous Outdoor Amenities.

Ad · <https://www.livezinc.com/> · **Zinc Apartments - Live In Cambridge**
Enjoy Fantastic Amenities, Spacious Floor Plans, & Convenient Location. Call Today And...

Ads
10% of clicks

Map
2% of clicks

Places : Rating Hours

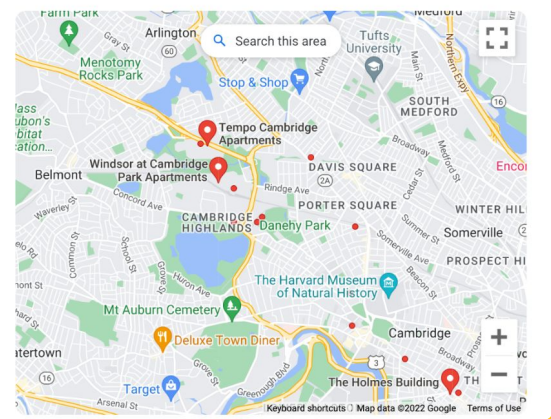
Windsor at Cambridge Park Apartments
4.3 ★★★★★ (82) · Apartment building
160 Cambridgepark Dr · (844) 872-1678
Open · Closes 6PM
"Loved our cozy sunlit apartment."

Vivo Apartment Homes
4.8 ★★★★★ (20) · Apartment building
270 Third St · (617) 712-0211
Open · Closes 6PM
"The facilities are always clean and the apartment units are beautiful."

The Holmes Building
3.7 ★★★★★ (6) · Apartment building
632 Massachusetts Ave · (617) 876-1673

More places →

Map Pack
40% of clicks



8% of clicks

<https://www.apartmentlist.com> · MA · Cambridge · **Luxury Apartments for rent in Cambridge, MA**
Find top luxury apartments for rent in Cambridge, MA! Apartment List's personalized search, up-to-date prices, and photos make your apartment search easy.

How much is rent for a luxury apartment in Cambridge?

Organic
30% of clicks

2nd Page & Beyond
10% of clicks

SEJ · News

Reviews are the Most Prominent Local SEO Ranking Factor in 2017



SEJ STAFF

Matt G. Southern

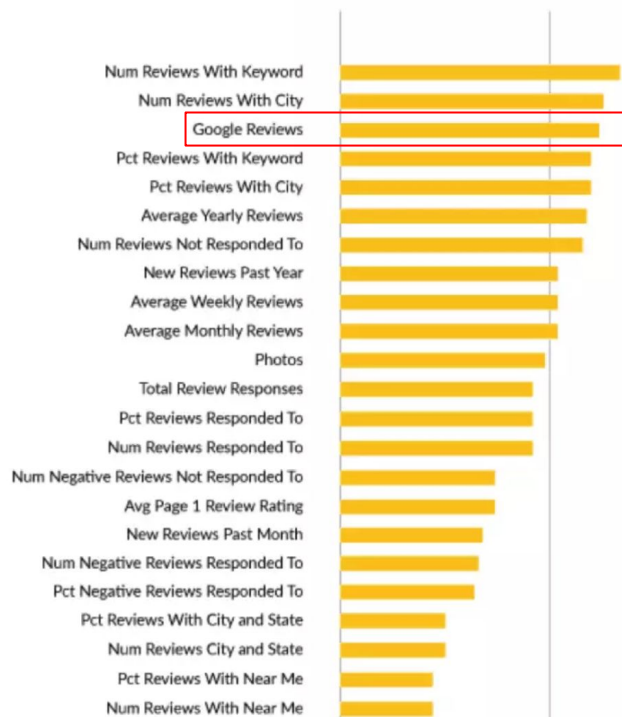
November 13, 2017 · 3 min read

1.5K SHARES **12K** READS

"At a high level, having a keyword you are trying to rank for, and a mention of a city you are working to rank in, in reviews has a high correlation with high ranking Google My Business results."

2017

GMB



2018

Products ▾ Free SEO Tools ▾ Learn SEO ▾ Blog Why Moz ▾

By: Darren Shaw November 20, 2018

Announcing the 2018 Local Search Ranking Factors Survey

Local SEO

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Reviews on the rise

Review signals have also seen continued growth in importance over last year.

Thematic Signals	2017	2018	Change
Review Signals	13.13%	15.44%	↑ 17.59%

Review signals were 10.8% in 2015, so over the past 3 years, we've seen a 43% increase in the importance of review signals:

Thematic Signals	2015	2017	2018	Change
Review Signals	10.8%	13.13%	15.44%	↑ 42.96%

2020

Review signals ranked the second most important strategy in local SEO for the first time (June 2020)

Google My Business elements
(keywords in name, category, etc.)

Google reviews
(count, sentiment, owner responses, etc.)

Proximity of the searcher
to the place of business

Physical address in
the city of search

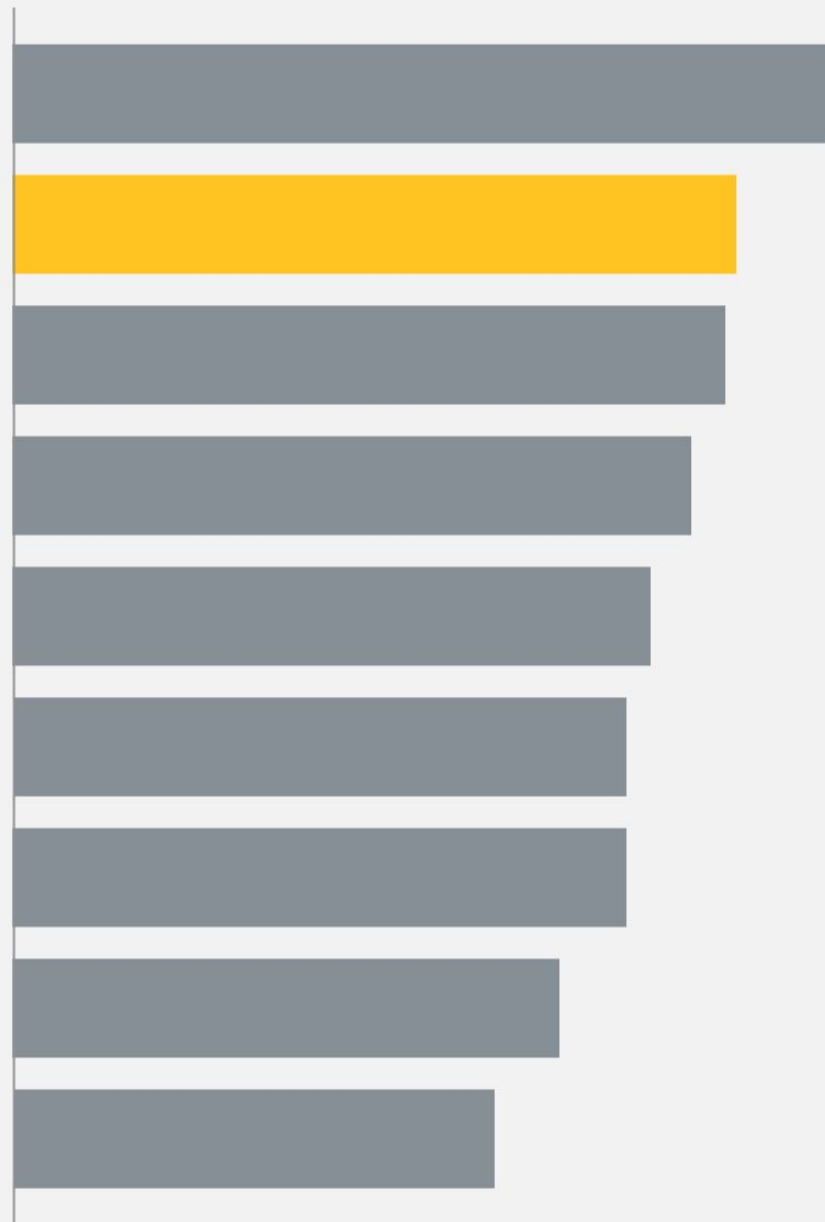
Consistency of citations
on primary data sources such as
directories, aggregators, and platforms

On-page SEO elements

Local listing engagement
(click-through rate, clicks-to-call,
online bookings, etc.)

Organic user behavior
(CTR, bounce, time on site, etc.)

Quality/authority of
inbound links to the domain



2021



“**Reviews are your sales force.** 87% of consumers read reviews.”

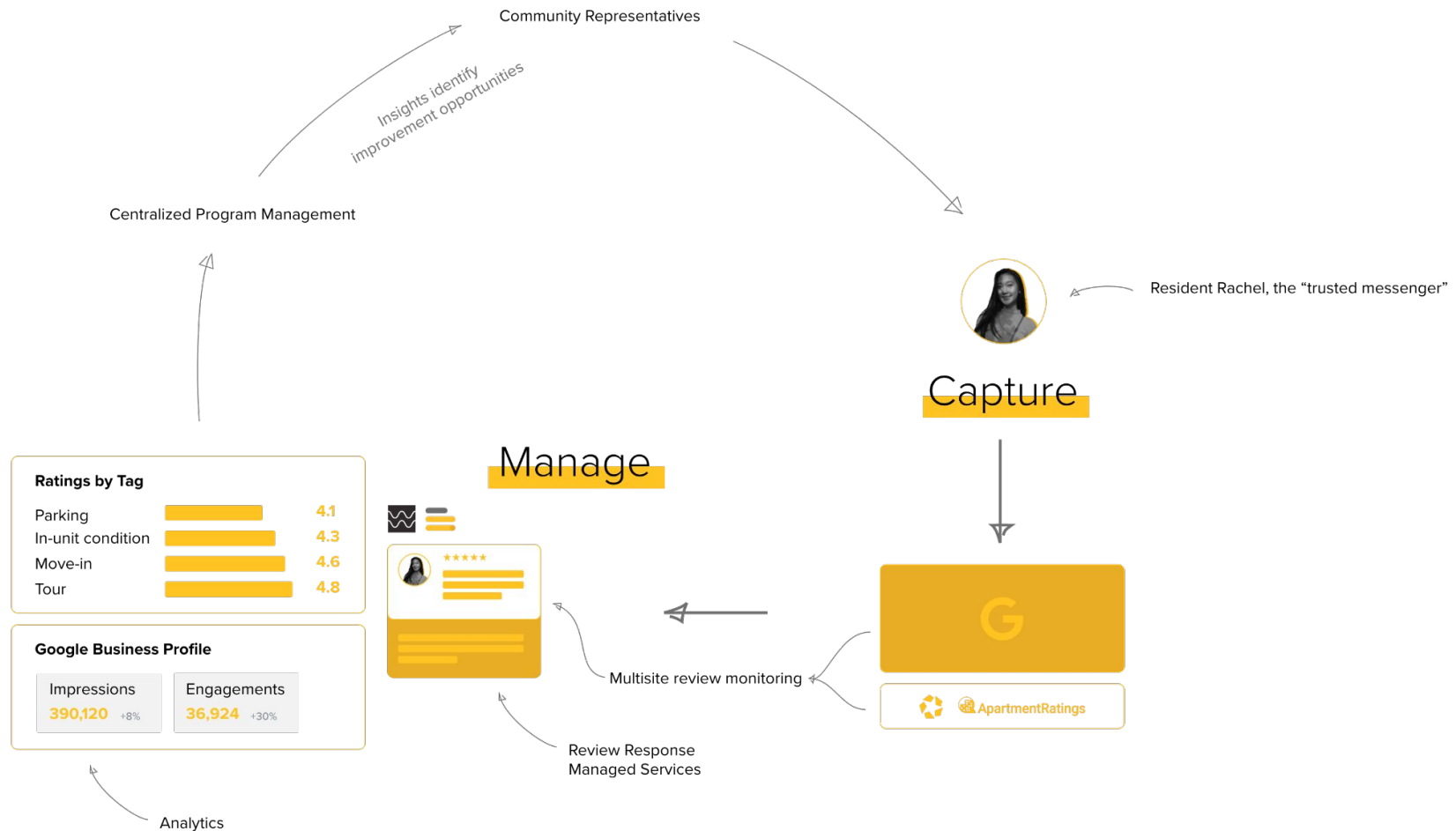
“Review management is core to customer service. **Nearly half of consumers expect companies to respond to reviews in two days or less.** Invest in software that lets you monitor your reviews across multiple platforms to minimize your response times.”

“The majority of surveyed local SEO practitioners say your Google Business Profile’s **rating influences conversions** more than any other factor.”

“Only 19% of brands are using video for customer service and only 32% are using it for sales. **Your opportunity is tremendous here if you become an early adopter.**”

Phase III: Manage

Monitor, respond, and analyze all incoming review and social comment activity across your entire online brand mosaic within hours



A Centralized Strategy: Who Owns What?

Tour, Move-in, Renewal

RentManager Trigger

Widewail sends SMS request

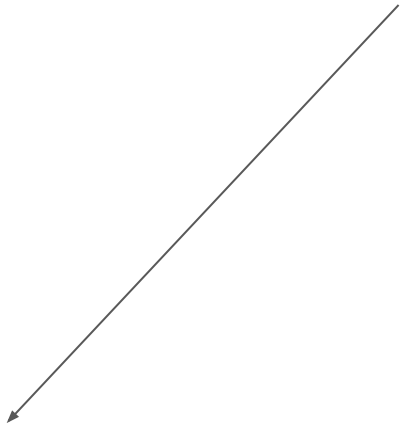
Widewail monitors, responds, tags

Organic review content

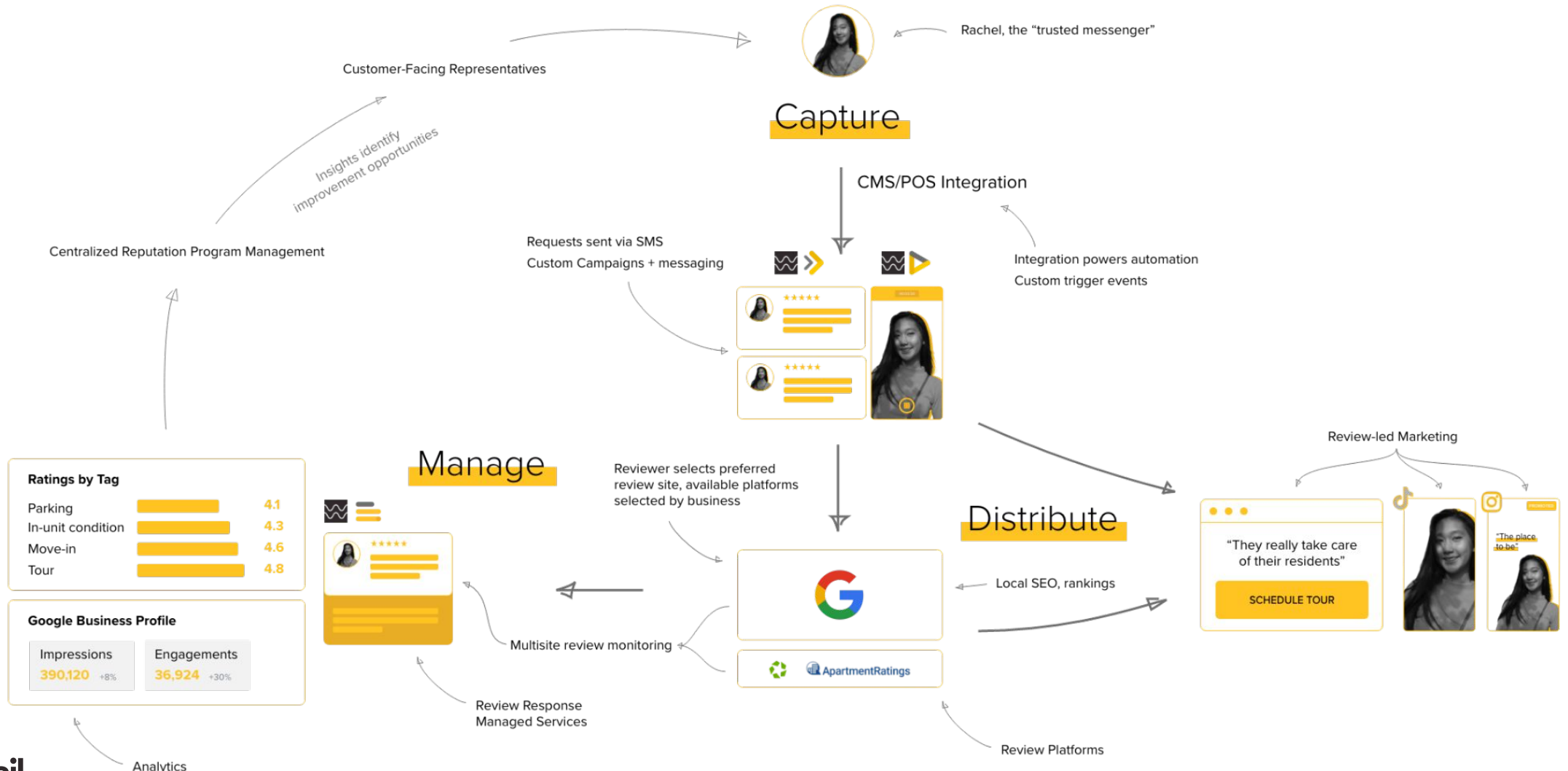
Group-level staff monitors reviews, reporting and prioritizes operational insights

Internal marketing team repackages text and video reviews for further distribution

Community on-site teams resolve problems, implement changes



A Marketing Framework **Designed** for the Peer-to-Peer Trust Era



Marketing, Advertising + Customer = **More Persuasion**

Visibility

Search + Review-led Marketing

Conversion

Persuasion + Trust



Sales/Leads

The Widewail Trust Marketing Platform

Invite

Generate customer feedback with automation and SMS



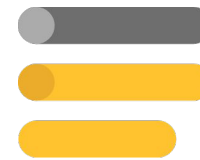
Reviews



Video

Engage

Managed services to monitor and respond to customer activity online



Reviews



Social

Key takeaways

- + The **voice of your happy customer** is key to future success in a world of distributed trust.
- + **Curate and display** these positive experiences in the form of online reviews, video testimonials, photos and audio.
- + Bring the “VOC” **as close as possible to conversion points** in order to maintain momentum and encourage outreach/progress in the purchase process.