



Creekmore Marketing doubles client base, boosts retention with BirdEye

Creekmore Marketing is devoted to helping small businesses in all industries grow with digital marketing solutions, particularly local search engine optimization. Creekmore realized their marketing approach was missing a crucial component: online reputation management.

“Online reputation can completely make or break whether an SEO strategy works or not,” said CEO Chelsea Creekmore. “Review generation is a crucial part of any business’ strategy if they need to be getting leads off the internet, and the ultimate challenge was getting online reviews and finding a good platform to help us do that.”

“The internet grows more and more every day. It gives people access to each other that we’ve never had before, and it allows for consumer-to-consumer marketing which is so incredibly powerful. People are going to trust online reviews more than they’re going to trust any piece of professional marketing that they see on the internet. It’s as simple as that, really.”



Chelsea Creekmore

President of Creekmore Marketing



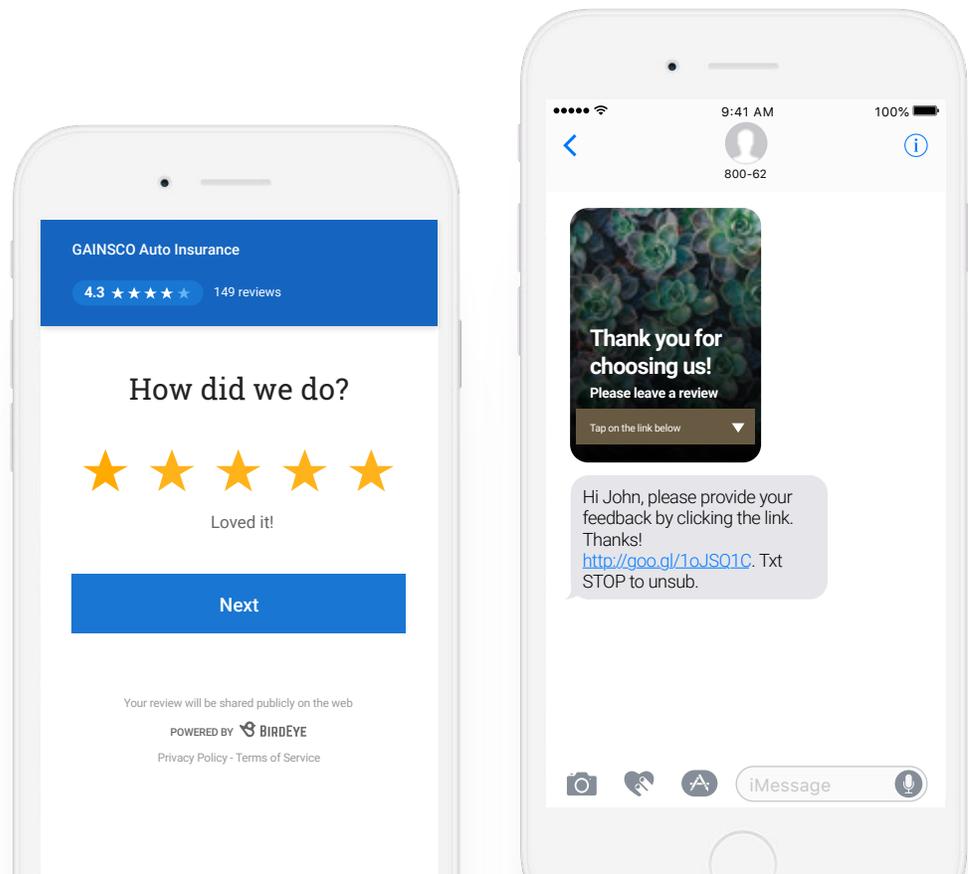


Online reputation management made easy

When searching for an online reputation management software, Creekmore's top priorities were simple: a platform that works and is easy to use. Many of their clients were not very active online and had little experience with software solutions, but that didn't stop them from wanting more Google reviews. Creekmore sought a solution that would be accessible to a less tech-savvy crowd, yet sophisticated enough to produce a high volume of new reviews and boost clients' search engine visibility.

Many vendors were not compatible on mobile and did not send SMS review requests, drastically lowering the conversion rate of review requests to actual reviews. BirdEye's mobile app, Creekmore discovered, was different.

"BirdEye was the platform that made it easiest to get someone from the initial survey question to actually leaving a Google review," said Lindsey Greenberg, Marketing Strategist at Creekmore. The mobile app was simple and straightforward enough for all of their clients to use with little training or support. "As an agency, if I were looking for a review generation service, I wouldn't even think about one that doesn't have a mobile app."





More reviews, greater visibility

Prospects were thrilled with the idea of a review generation service: “Almost none of our prospective clients are aware of a way to automatically collect new reviews,” said Greenberg. Many of Creekmore’s clients use the mobile app and review request link, while others find the drip campaign approach works better for their business model. After implementing BirdEye, clients began seeing results immediately. For example, one consignment store increased its review volume by 460% and earned the #1 spot in search results for “used furniture middlebury” -- in just 3 months.



Review volume



Click-through rates



Retention rate

“Across the board, we’ve seen these reviews really impacting all of our clients’ SEO rankings. Some of our clients’ SMS review request campaigns have click-through rates as high as 78 percent,” said Greenberg.

Not only are Creekmore’s clients finding success -- Creekmore’s own business is on track to double this year from last year. The company has a 95% retention rate, and 70% of their clients use BirdEye.

“We’re definitely aiming to grow and BirdEye is going to continue to be a big part of that,” said Creekmore.



used furniture middlebury ct

Middlebury Consignment

4.0 ★★★★★ (43) · Window Treatment Store

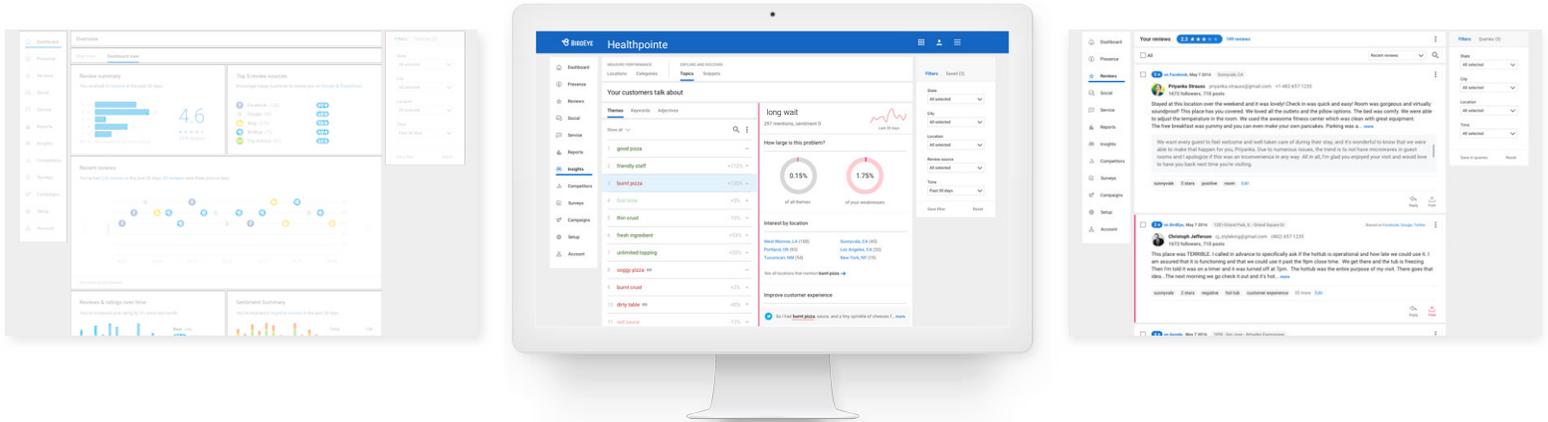
Middlebury, CT
(203) 528-0130

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About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify root case driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.



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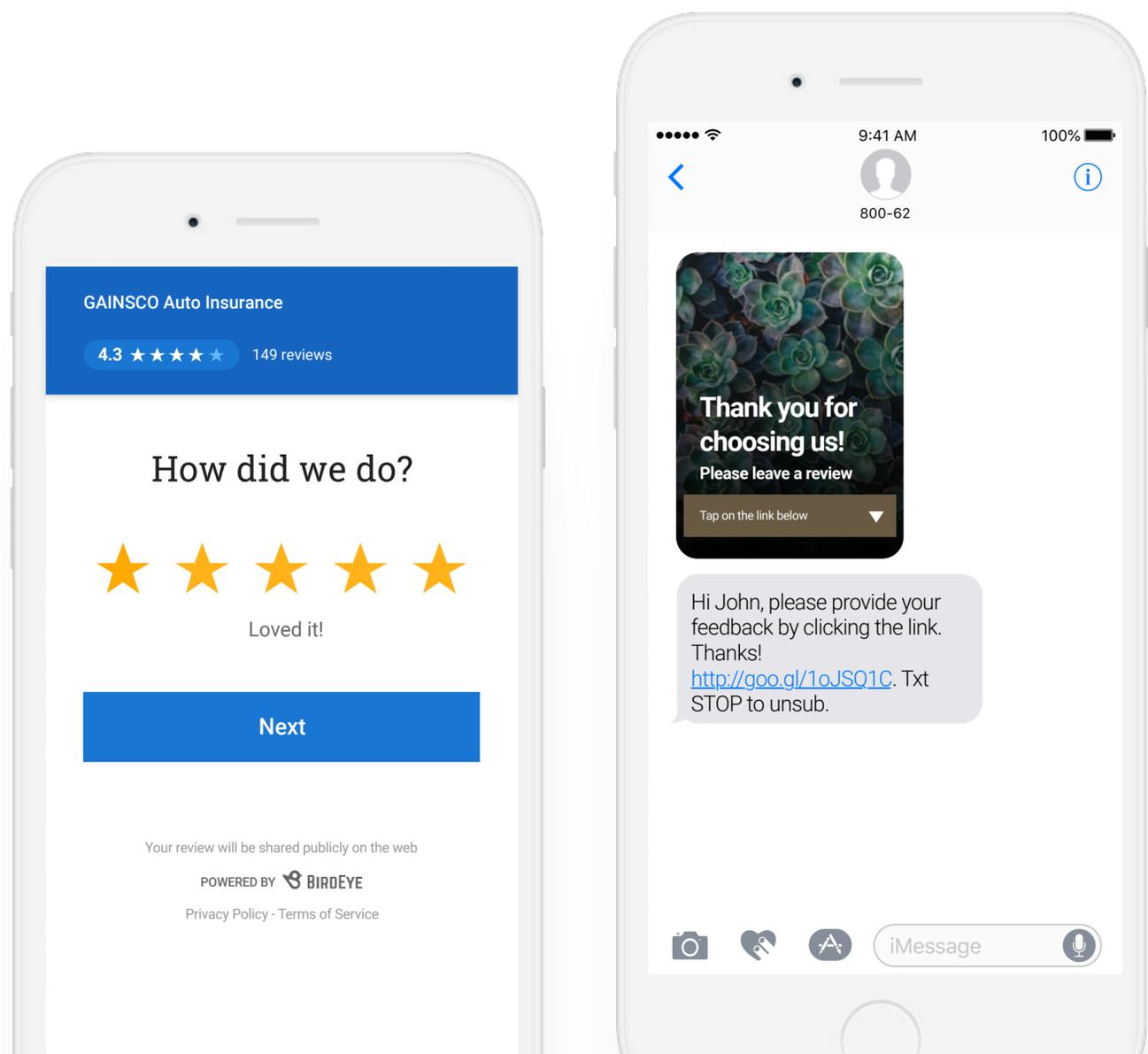


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