

Online Reputation Management

Understand how to manage and enhance your ISP's online reputation to build trust and credibility. It is more than just 5-star reviews, but those help a lot.

Moderator:

Scott McNett scott.mcnett@satelliteconnections.com

Speakers:

Layne Sisk FROM ServerPlus/Real Choice layne@serverplus.com

Allie Schomaker FROM Fibersmith aschomaker@fibersmith.co



Scott McNett, Satellite Connections Inc

Integrated Marketing and Operations Manager

Satellite Connections Inc. EST. 1984

With an extensive 26-year journey in the Satellite TV, Security, and ISP industry, I bring a wealth of seasoned expertise to the table. My experience spans across the dynamic landscapes of these interconnected sectors, allowing me to navigate challenges and drive innovation in each domain.

Interesting Facts: I played football until I was 37. Now I enjoy being certified ski instructor for Vail Resorts and running 3 Seasonal Children Programs, I was Central division MVP Ski Instructor of 2023.



Layne Sisk, ServerPlus

CEO and JanitorCEO and Janitor

ServerPlusServerPlusJan 2000 - Present · 24 yrs 3 mos

Founder Real Choice TV · Self-employedReal Choice TV · Self-employed

Jul 2017 - Present · 6 yrs 9 mos

Founding MemberFounding Member

Vital Touch VPS · Full-timeVital Touch VPS · Full-timeJul 2023 - Present · 9 mos

Intresting fact: He was held in a airport by North Korea.



Allie Schomaker, Fibersmith

Allie helps ISPs use Vision Software to streamline location-specific marketing processes and manage leads, campaigns, and subscriber communications.

She has 14 years of experience in telecom marketing and is well versed in advertising, event planning, customer communications and public relations.



Welcome

Today, we dive into the realm of managing and enhancing your ISP online reputation. In the digital landscape, where trust and credibility are paramount, understanding the dynamics of online reputation management is essential for the success of ISPs.



Why Online Reputation Matters

- Trust and credibility
- Online reputation is multifaceted



Why Online Reputation Matters

- Customer confidence
- Directly impacts customer acquisition and retention



Beyond 5-Star Reviews

- Other factors at play besides reviews
- Comprehensive strategy across platforms is key
- Consistency is also critical



Monitoring Online Reputation

- Online platforms specific to ISPs
- Social media monitoring
- Audits of search engine results
- Tools to track service performance metrics



Leveraging Positive Reviews

- How to promote positive reviews
- How to get more positive reviews
- Showcase testimonials on website
- Use positive reviews in other marketing materials



Continuous Improvement

- Ongoing, long-term commitment
- Customer-centric culture
- Update and adjust strategy based on industry changes and customer expectations



Questions?



THANK YOU

