



DID YOU KNOW...

- 78% of consumers trust peer recommendations and seek them out on sites like facebook, yelp, and trip advisor as well as through blogs, twitter, and other social media opportunities
- Based on these reviews, visitors are deciding where to eat, shop, and stay in our community
- By going online to these sites and reviewing your favorite attractions, restaurants, hotels, and more in your community you can attract dollars to Douglas-Coffee County

HOW CAN I HELP AS A CITIZEN/CUSTOMER/VISITOR?

- Go to www.yelp.com, www.tripadvisor.com, www.expedia.com, www.foursquare.com, and www.travelocity.com and write reviews when you have a great experience at one of our local restaurants, attractions, businesses, or hotels
- Do you love to eat at Rancho's, shop at Eve, or check out the exhibits at the WWII Flight Training Museum? Blog, facebook, or tweet about it! Your friends listen to what you say!

WHAT DOES THIS MEAN FOR ME AS A BUSINESS OWNER?

- Embrace technology! Remember, "You can't stop the wave, but you can learn to surf!"
- Use these mediums as a low-cost way to market your business
- Monitor your reviews and use them as valuable feedback for your staff
- BE RESPONSIVE – Answer negative reviews and tell customers you have addressed the problem

This program is a partnership of:

