



yelp  SportClips  
HAIRCUTS

# Sport Clips Webinar

3/20/19





# **Agenda**

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**Introductions**

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**Current Campaign**

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**Yelp Landscape | Customer Journey**

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**Business Owners Account | Claiming**

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**Best Practices**

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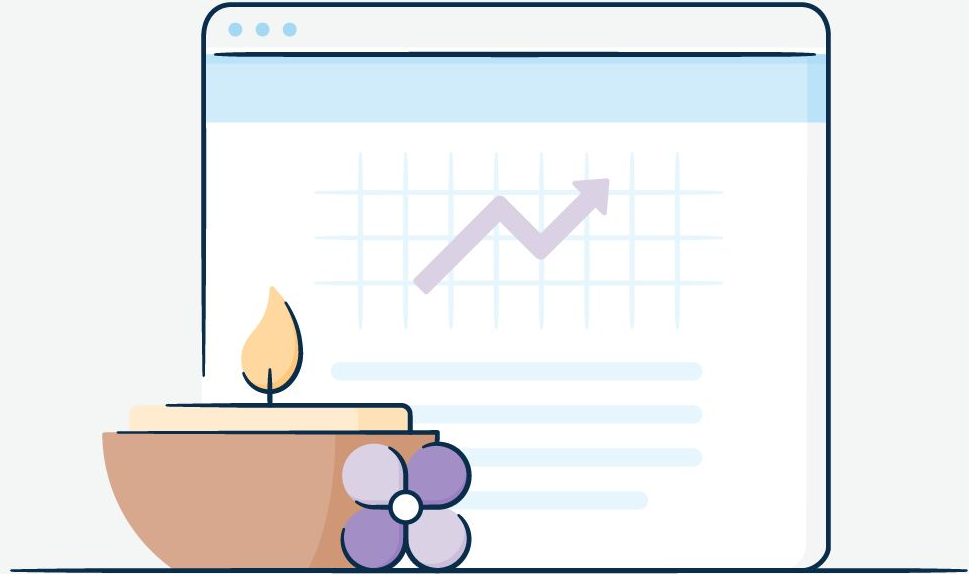
**Search Ads**

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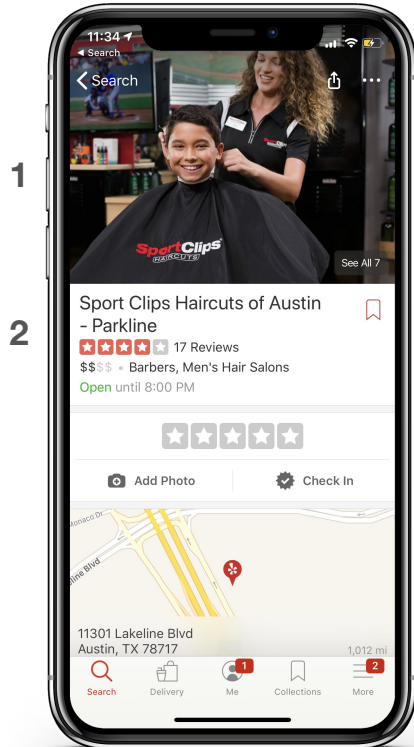
**Q & A**

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# Sport Clips Campaign

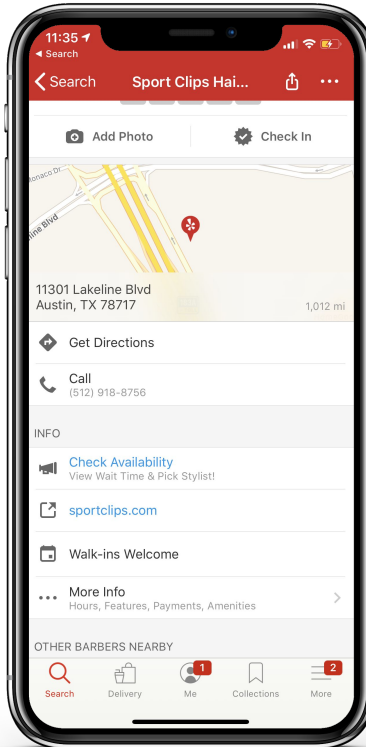


# Included Profile Elements



1

2



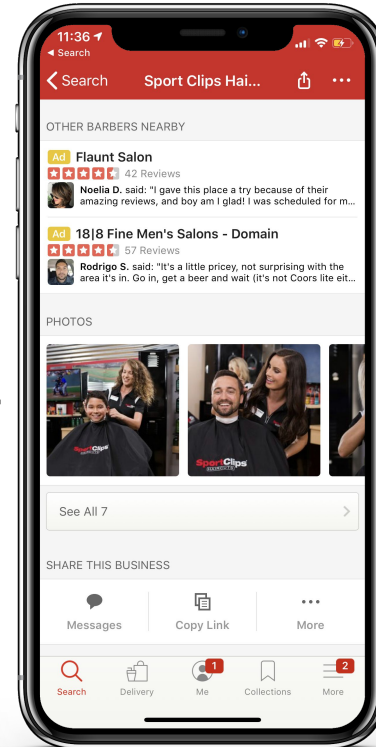
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4

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6

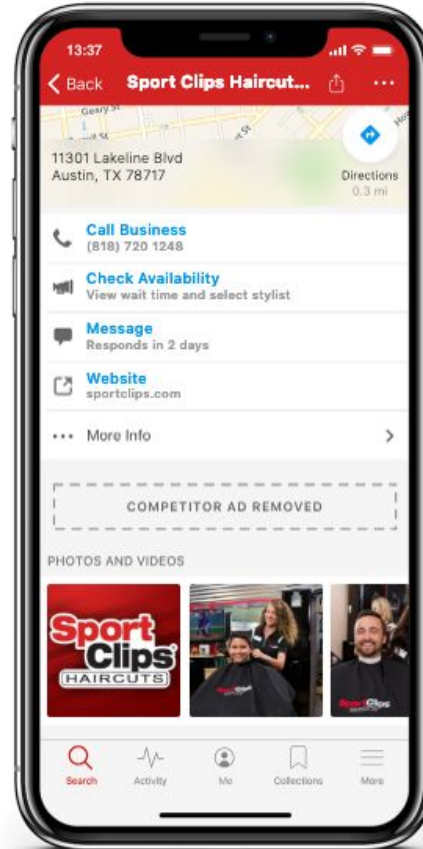
7



1. Photo Slideshow
2. Business Name & Categories
3. Address
4. Phone Number
5. Call to Action
6. Website
7. Static Images



# Engage Consumers with Enhanced Profiles



# Engage with the Business Owners Dashboard



## Sport Clips Haircuts of Plano

4701 W Park  
Ste 103  
Plano, TX 75093

[See All Locations](#)

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information

Reviews

Photos and Videos

Menu

Inbox

Check-in Offers

## Activity

April 2018 - March 2019

Period: [30 days](#) [12 months](#) [24 months](#)

User Views ⓘ

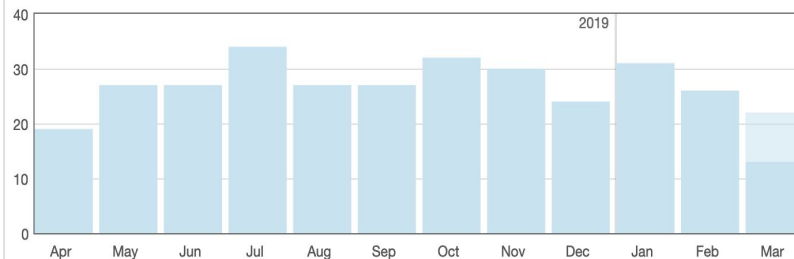
317

Customer Leads ⓘ

68

Revenue Estimate ⓘ

Get your revenue estimate



### Activity Feed ⓘ



A Yelp user **clicked on your website.**

Sunday, March 17, 2019, 6:49 pm via Yelp iPhone app



A Yelp user **got directions to your business.**

Monday, March 11, 2019, 6:17 pm via Yelp iPhone app

### About your audience: April 2018 - March 2019

📱 **246 User Views** (78%) came from mobile devices.

🔍 Your business appeared in Yelp search results **4,466 times.**

### Yelp Advertising

# Yelp Customer Journey



Yelp connects  
**92MM** online consumers  
to offline businesses  
each month

**3.9MM+** monthly local queries  
for Sport Clips core services



comScore Media Metrix, January 2019, Yelp internal data, February 2018 to February 2019, Categories: Men's Hair Salons, and Barbers





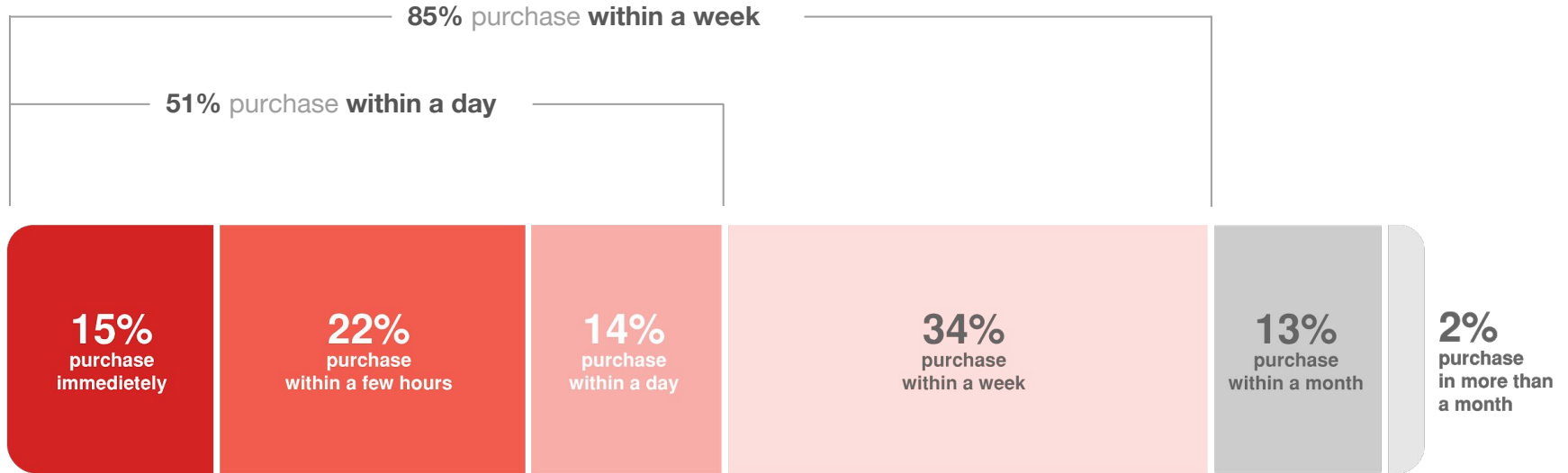


# Yelp Consumer Journey



# 93% of consumers searching Yelp for Beauty & Spa (Men's Grooming) make a purchase after using the platform

(sometimes, frequently or almost always)



Based on online consumer survey fielded by Nielsen for Yelp, 9/2016. Total sample 2,007 adults 18+ in the US who searched for a local business online between 8/2016-9/2016. Online review site user sample=745: Reported use of a dedicated online review site, excluding search engines and social media sites. Yelp User sample=587: Reported use of Yelp to find local business (6/2016-9/2016). Data weighed demographically to be representative of US online population.

\*US consumers who have searched online for Beauty & Spa in the past 3 months.

## Engaged Beauty & Spa (Men's Grooming) consumers **transact**



**85%**

of consumers searching Yelp for beauty and spa make a purchase after **calling a business**



**84%**

of consumers searching Yelp for beauty and spa make a purchase after **mapping directions to a business**

Based on online consumer survey fielded by Nielsen for Yelp, 9/2016. Total sample 2,007 adults 18+ in the US who searched for a local business online between 8/2016-9/2016. Online review site user sample=745: Reported use of a dedicated online review site, excluding search engines and social media sites. Yelp User sample=587: Reported use of Yelp to find local business (6/2016-9/2016). Data weighed demographically to be representative of US online population.



\*US consumers who have searched online for Beauty & Spa in the past 3 months.



## Beauty and Spa consumers **trust Yelp**



of the consumers searching online for Beauty and Spa are looking for a business they can visit **multiple times**



**share the businesses** that they find on Yelp with friends

Based on online consumer survey fielded by Nielsen for Yelp, 9/2016. Total sample 2,007 adults 18+ in the US who searched for a local business online between 8/2016-9/2016. Online review site user sample=745: Reported use of a dedicated online review site, excluding search engines and social media sites. Yelp User sample=587: Reported use of Yelp to find local business (6/2016-9/2016). Data weighed demographically to be representative of US online population.

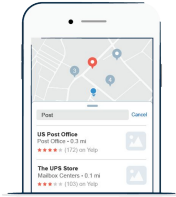


\*US consumers who have searched online for Beauty & Spa in the past 3 months.



# Yelp integrations & partnerships

Yelp's mission is to connect people with great local businesses. Through partnerships and integrations we enable more ways for consumers to discover everything local, from a great restaurant to a reliable roofer.



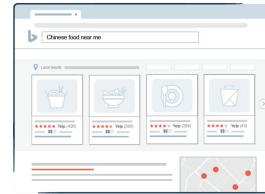
### Apple Maps and Siri

Yelp's integration into Apple Maps and Siri means **hundreds of millions** of iPhone users can discover great local businesses in just a few taps.



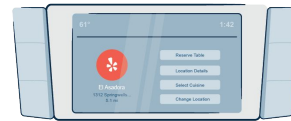
### Voice controlled search

Yelp's partnership with Alexa offers consumers an even easier way to discover local favorites.



### The power of search

With **hundreds of millions** of Yelp-powered desktop searches each month as of January 2019, Bing consumers can more easily find what they need, when they want.

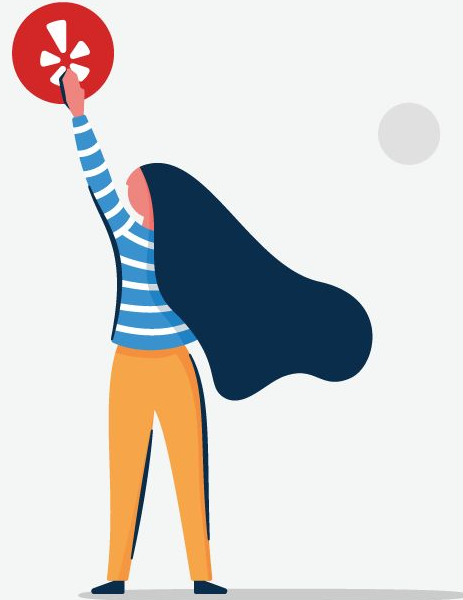


### In-dash and on the go

BMW, Lexus, Toyota, Audi, Porsche, General Motors, and Mercedes-Benz offer Yelp as an in-dash app so drivers can search on the go.



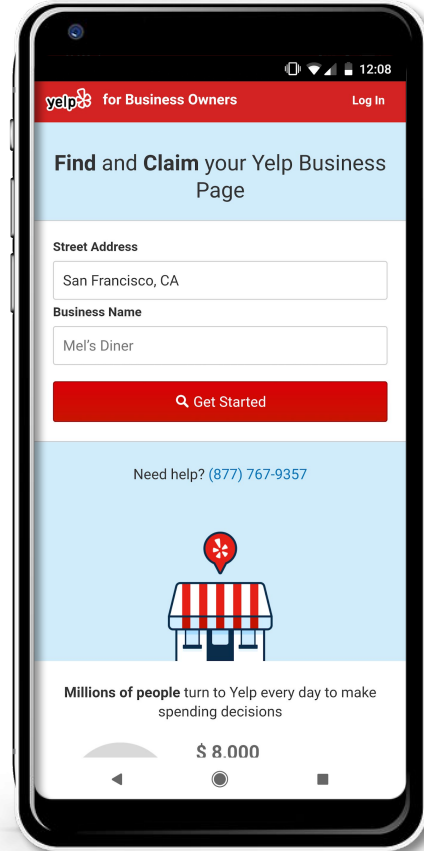
# Yelp Business Owners Account



Yelp Business Owners Account

## Get the **Yelp for Business Owners** App

Manage your Yelp presence and engage with consumers right from your phone





# Accessing Your Business Account

You can request account access through a form created by corporate

This account creation allows you to:

- Reply to/flag reviews
- View metrics
- Add photos



Email\*

First Name\*

Last Name\*

List of Stores\*

Team Leader Name\*

Opt-In

## CLAIMING YOUR FREE BUSINESS OWNERS ACCOUNT

We are excited to announce that we'll be partnering with Yelp in an effort to help you claim your free Business Owner Account (BOA)!

The free BOA will allow you to:

- Respond to reviews
- View monthly and annual metrics
- Add photos and make edits to your listing

To get started, we would need to share your email address with Yelp so that Yelp can send a "Welcome Email" that will include instructions for you to claim the business listing and a link for you to create a custom password for the BOA.

If you prefer to not to access your BOA through this program or you do not want to receive educational material and communications from Yelp related to this program, you do not need to take any action. But if YOU do want to access your free account, please provide your email address below and click "Opt In".

Educational webinars will also be hosted by Yelp and will include best practices for responding to reviews, building out your listing, and an overview of the free & paid tools that are available to you (dates and times to follow).

If you do not wish to receive emails from Yelp, you may unsubscribe to these communications once you receive begin receiving them.

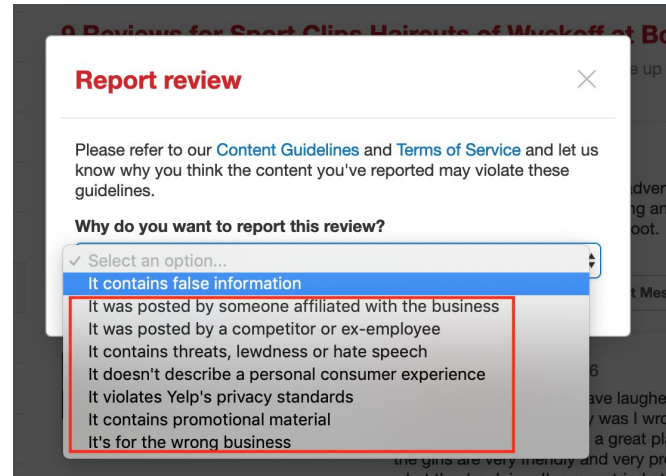
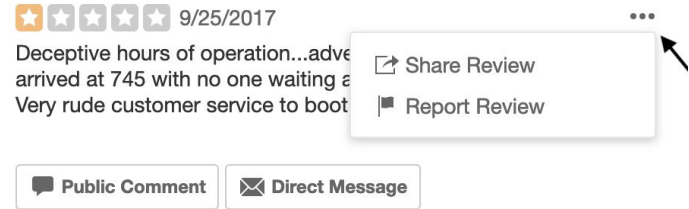
If at any time, you change your mind or do not wish to receive calls from Yelp in the future, email us at [website.request@sportclips.com](mailto:website.request@sportclips.com) and we will have them put you on the "do not call" list.

# Worried the Review May Violate Content Guidelines?

You always have the option to flag a review if you feel it violates our content guidelines

We do not take sides in factual disputes, so if you feel your concern is most in line with “It contains false information”, this does not violate content guidelines

Provide as much detail in your escalation request as you can!



# Not Sure How to Respond to Reviews?



## CRITICAL REVIEW

The user has raised legitimate concern.

**Respond Publicly**

Address their concerns and explain changes you will make or invite them to come back.

There is a simple misunderstanding.

**Respond Publicly**

Clearly state your business' policies and clarify any inaccuracies.

It reads like a rant or is false.

**Direct Message**

Direct Message the user and politely present your side of the story.

# Not Sure How to Respond to Reviews?



## POSITIVE REVIEW

You can add to the  
user's review.

### Respond Publicly

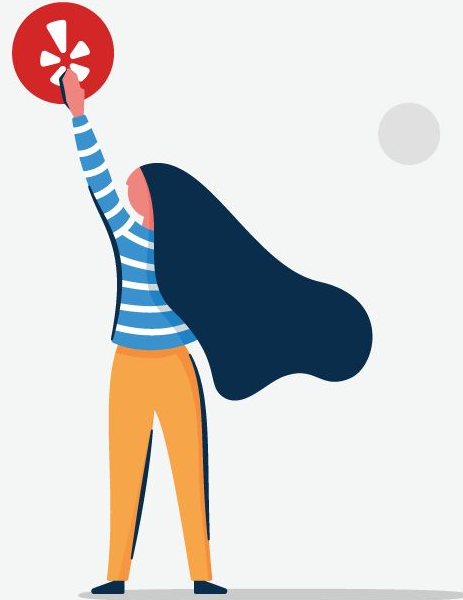
Add color to a user's review  
or deliver a human thank you.

You can't add to the  
user's review.

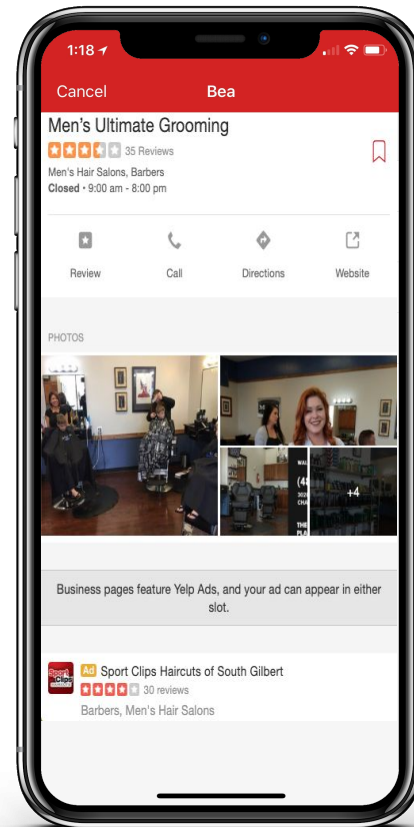
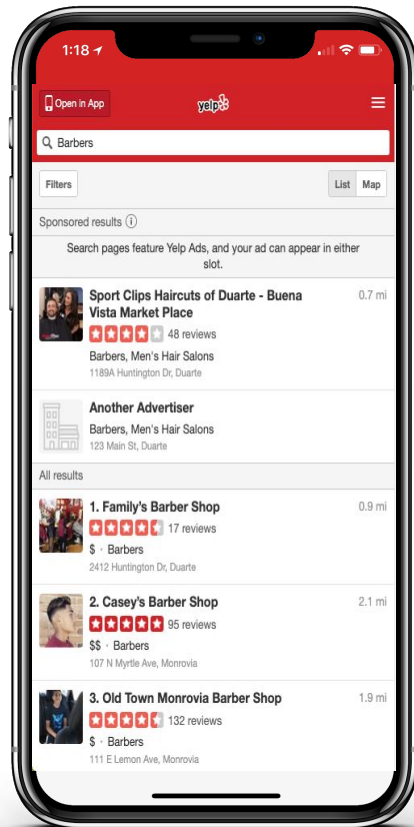
### Direct Message

Simply thank the user  
via direct message.

# Paid Search Opportunity



# Ads Drive More Potential Consumers



## How to sign up for **Yelp Ads**

1. Log in to **Yelp Business Page** by downloading the Yelp for Business Owners app or visiting [www.biz.yelp.com](http://www.biz.yelp.com)
2. Visit the **Yelp Ads** section to create your ad campaign
3. Set your **CPC Ad Budget**
  - Pay-per-click ads, non-term contract
  - Set a daily budget **as low as \$5/day on average**
  - Ads appear on search result pages, competitors pages, desktop & mobile
4. Select eligible **Business Page Upgrades**
5. Enter your billing information

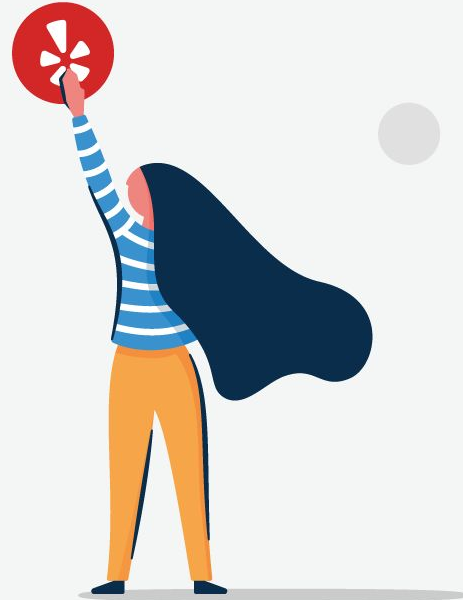
## Dedicated Support

- Access to Account Management Support
- Assistance on updating photos, offers, and information about your business
- Feedback on how to best respond to reviews
- Expert advice on how to market your locations on Yelp
- Initial walk-through of Business Owner's Account to track your results ([biz.yelp.com](https://biz.yelp.com))





# Questions



## Q&A

I am paid advertiser for our store. This question is regarding the search result section and not the paid ad section. How to bring our store listing ahead of our competitors. For eg., if I search Men Hair Cut in 95129, my store's listing is at 14-15 number and in Page 2 of the result. How to improve that?

I have to admit I am not a fan of Yelp and the main reason is the anonymous nature that many Yelpers do reviews. We have very detailed records of our clients including when they came in for a haircut service, however, when we cross-reference a comment we see on Yelp to our records, no such person in our database near the timeframe of a supposed visit came to our stores. What is Yelp doing to maintain identity integrity of the users of Yelp? Hiding behind fake names on Yelp provides a potential platform for disingenuous behaviour.

I have to tell you I am disappointed with this program so far. Before Sport Clips engaged nationally I was able to place a local ad that would pop my location to the top of the search result when someone searched for barbers. This was effective and not too costly. I lost this functionality when Sport Clips engaged and I am no longer able to place local ads. I would like to see this ability to place local ads returned. I do not understand the current program we have now and what value it brings.

