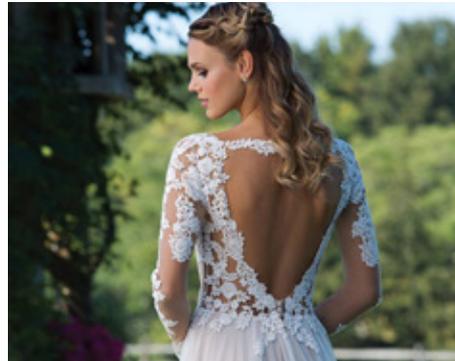


Heavenly Bridal Reviews

With more than 10 years' experience in finding the perfect dress for every bride, **Brides-2-B in Watford**, just off the M25, is one of the leading independent bridal shops in Hertfordshire. The range includes designer wedding dresses, including Mori Lee, Maggie Sottero and Sincerity Bridal, with a style to suit every figure; lightweight easy-to-pack styles for that romantic overseas wedding, and off the peg ranges for those brides in a hurry. In one of the private bridal suites at Brides-2-B, the team of knowledgeable and friendly bridal consultants help customers find the right dress to suit their individual wedding dreams and budget.

With such an established reputation for stunning gowns and personal service, Brides-2-B already had a network of word-of-mouth recommendations from delighted brides. However, Proprietor Santy Salamone thought that she would like more. She explained, **"Reviews are essential in our business- that's how future customers find out about us and call to book appointments.** Our marketing budget is limited, so we had to make every penny spent produced a return. When Strategic Web Success (SWS) showed us how to gather reviews and get them on the web's review sites, we thought we would try it. **Everyone uses smartphones these days, and looks at reviews - I know I do! Seeing good reviews definitely influences consumer choice, and that's what we wanted to achieve."**



"I admit I'm not the world's best at computers, so it was a big leap for me, but the SWS team were very patient. I got my husband involved, and everything went smoothly from then on. We've all been 'on it like a bonnet' collecting reviews, and even contacted past brides, who were very happy to say nice things about us!"



"Getting these amazing reviews is essential for us to take the business forward strategically. Customers get a chance to air their views and we pick up ideas to continually improve our range of dresses, as well as our training. My team are thrilled and motivated whenever they are mentioned by name. SWS have been very easy to deal with, they gave us a lot of support, and I appreciated their flexible approach. This system has certainly worked for me, and I have already recommended SWS to other businesses."



"SWS have been very easy to deal with, they gave us a lot of support, and I appreciated their flexible approach. This system has certainly worked for me, and I have already recommended SWS to other businesses."



"It's important to give customers the opportunity to say what they liked, or wanted, while it's fresh in their minds."

Why market your reputation?

- Stand out from your competition
- Improve your brand perception
- Increase your market share
- Build the value of your business
- Increase your revenue



Highly Recommended

The UK bridal industry is estimated to be worth around £10 billion a year and still growing, according to financial analysts. Businesses who want to stand out from the crowd to win in this market need to use social media to reach these big spenders.

Getting married requires a lot of decisions, which even for the most organised woman can become less of a pleasure and more of an overpowering, all-consuming weight on her shoulders. There are as many different ideas of what a perfect wedding should be as there are brides. And then there is the all-important budget, fitting in the planning and finding suppliers, as well as the families and friends to consider. It's not surprising that "wedding stress" and how to cope is one of the modern bride-to-be 's top searches on the internet.

Finding and choosing all the elements to make the wedding day a success is a critical part of the process, and that's where reviews really matter. **According to a recent survey carried out by Bridebook, couples read an average of 7.6 reviews when selecting the businesses to make their dream wedding happen. Whether for the dress and jewellery, the catering, the venue or the hundred and one other elements of a successful wedding, knowing that a supplier is highly recommended by lots of people in the same situation saves valuable time and effort.**

Reviews let the reader know instantly about design and stock of dresses, whether the customer service is friendly and helpful, and whether the supplier will go the extra mile with fittings, accessories and alterations. If other brides have recommended the tasty and beautifully presented food, or exquisite designer jewellery, there's a good chance those businesses will make it onto the bridal shortlist.

To make the most of the opportunities to reach this lucrative market, businesses need a strategy for managing their reputations, and an action plan to deliver results. **Strategic Web Success provides a one stop shop, with regular support and advice, so that reviews are collected, feedback encouraged and the process of publishing these on line becomes easy and seamless.** From initial understanding of the business, through development and implementation, including staff training, the process is logical and straightforward. Ongoing support is provided, so that the business manager can get on with their own work, while Strategic Web Success takes care of the ever-changing demands of the search engines, to ensure customer reviews are not only published, but actively promoted.

A Flash of Brilliance! RED DOT JEWELS

When **Red Dot Jewels** opened its flagship store in Pinner in April 2016, the company was building on five years' experience in sourcing and presenting fine Indian and bridal jewellery, using silver and semiprecious stones. Offering beautifully crafted pieces from specialist designers including Azuni and Pomegranate, and having worked with Bollywood star Sonam Kapoor, the company is now expanding into several overseas markets. The style is "modern on trend western", both for the Asian bride and her European counterpart, while an ever-changing variety of designs will please the most discerning tastes and pockets. Popular amongst the picture editors of many Asian bridal magazines, Red Dot Jewels was also invited to take part at the launch of the Mughal Exhibition at the British Library.



Creative Director Shalini Patel is passionate about her brand. That's why she decided to enlist the help of Strategic Web Success (SWS) to support the retail side of the business, gathering reviews and promoting them on frequently updated social media platforms. She explained, "Customers already told us they loved us- the extensive range, the innovative pieces of jewellery and the great personal attention from our knowledgeable staff. Choosing the jewellery for a wedding or special occasion is a very personal choice, and everyone wants to be different, so personal reviews matter. **Now we have an easy to use system that works, ensuring we gather more testimonials as a matter of routine, and then promote them across the relevant social media.**

"Having used this marketing method for a while, we can really see the difference. **It fits in with our brand values, and enhances our other marketing activities.** We are appearing on lots of platforms, so new customers can see what to expect when they come to our store. People also mention staff members by name, which is lovely- they feel very proud to be recognised as having given a good service."

"**I have already recommended SWS to other businesses as it has proved a stand-out way to increase the number of people who bring their wedding jewellery shopping lists to our store.** The feedback gives us ideas about what people are likely to want to see, so it helps our buying decisions, too. SWS takes care of the process, so we can continue to seek out designers and suppliers and bring together our unique collections."

What you tell your customers is your story,
what they say about you is your reputation

A Radiant Reputation **TOTAL BODY CARE**

As every celebrity bride knows, looking radiant on your wedding day takes more than a hasty dab of lipstick and powder. Nowadays, smart brides plan ahead and work from the inside as well. **Total Body Care**, based in Clapham, London, offers a range of the internationally award-winning Skinade Nutritional Collagen Drink which works in as little as 30 days, to complement salon treatments. Easy to apply mineral cosmetics ensure a professional look which is allergen free, and all can be ordered on-line for fast delivery.

Hiten Parekh, Head of Business Development, explained, "Looking fabulous and glowing on her wedding day is every bride's dream. By combining carefully selected supplements, specialist treatments in our salon, and access to high quality cosmetic and skin care ranges, it's easier to achieve than ever before. Our products have been tested and praised in the fashion and beauty media, because, simply put, they work."

With a strong web presence, Total Body Care was already aware of the importance of positive reviews. **"We wanted to structure the process so that more customers are prompted to provide feedback automatically, which is where Strategic Web Success (SWS) came in. We are now engaging with customers, which builds long term profitable relationships, as they feel they know us and want to continue to use our services and our products.** The system has helped our business to grow- we are opening another Total Body Care clinic in Clapham very soon, to meet demand. "



"Since we began a couple of years ago, we recognised that looking great is a combination of working from the inside, as well as enhancing natural beauty with carefully selected cosmetics and salon procedures. We know that not everyone can make it to our clinic, so wanted to offer these products on-line, for use at home. Now wedding planners check with us for help to make their brides look amazing!"

"SWS provided the whole package, from setting up the process, training our team and constantly updating us with progress reports. When one of our expert therapists is named by a delighted customer, it's very motivational. **I would absolutely recommend SWS to any business that wanted to generate a positive on-line reputation- in my experience, it's a valuable marketing tool.**"

Delicious 5 star ratings

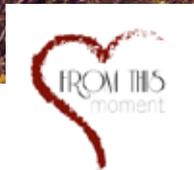
Sainlo Events Catering is a family business which has provided Michelin star quality food for private parties, corporate events and location film shoots in London, Hertfordshire and the Home Counties, for more than five years. Chef Jean-Luc Sainlo grew up with a passion for food and flavour. He loves putting together mouth-watering menus for his clients, whether they want a 10-person intimate dinner served at home, a monthly business breakfast, or a fabulous banquet for 200 wedding guests. His wife and business partner Colleen works as Operations Director, organising and planning each event with flair and meticulous attention to detail.



Colleen explained why she brought in Strategic Web Success (SWS) to help the business make the most of on-line reviews. "Every caterer is judged on their most recent meal, not simply the amazing food but also the professionalism of the staff and how the catering enabled the event to proceed smoothly. Sainlo Event Catering is no different. **We have lots of clients who told us they thought we were brilliant, but we wanted to formalise the process. With my background in marketing, I knew that it was important to harness really good feedback and share guests' opinions on the internet.**"

"SWS provided us with a method to collect reviews at the best time, and promote them on various sites. We knew anecdotally that our clients loved us- they keep coming back, and recommending us to their friends- but this way it's not just word of mouth. Now we can gather a lot more reviews and reach a lot more people. **I regularly get calls from potential clients saying they have seen our 5 star ratings, which prompted them to choose Sainlo Event Catering for their special occasion.** In the last nine months our reviews have grown, and it has made a significant difference to our business."

Colleen concluded, **"The service from SWS is great too. They keep in touch regularly, offer additional services such as a video, and you really feel they are on your side.** I would definitely recommend them to other businesses who want to build a great on-line reputation."



Positive Results

Brides-to-be in the know make a beeline for **From This Moment**, in Ewell, Surrey, an independent family-run bridal studio, knowing they will have a friendly welcome, plenty of choice and expert advice. With wedding dresses from top designers including Dessy, Maggie Sottero, and Amanda Wyatt, plus bridesmaids' dresses in 78 different colourways, stunning accessories, and even smart suits and kilts for the men, this award-winning bridal boutique offers everything under one roof.

Founded by sisters Claire Grugan and Hayley Harding, From this Moment packs in not only great designs to suit all shapes and sizes, but also the experience and knowledge that comes with more than 14 years' experience in the bridal industry. Claire explained, "We treat brides as we would like to be treated – we want them to walk out feeling great, knowing that they will look fabulous on their special day."

Already enjoying excellent word-of-mouth recommendations from happy brides, Claire and Hayley decided they wanted to push their name and great reputation out further, so called in Strategic Web Success (SWS). Claire continued, "**Social media is very important these days, and customer reviews are the best form of advertising we can do.** It's such a personal experience choosing your dress for the big day, and we like to give every bride the individual attention and choice they deserve. Now we get lots of fantastic reviews, which speak for themselves."

Hayley concurred. "**The SWS system has produced very positive results for us. Now, our studio stands out from the crowd, and it's a great morale booster when our people are mentioned by name.** We had a customer in



"Social media is very important these days, and customer reviews are the best form of advertising we can do."

recently who said she thought we had the best on-line presence for a bridal shop in the area- that's lovely!"

"The process was very easy to set up, and I would say that at least 80% of brides actually give us testimonials. In my view, the system is brilliant! **SWS was fantastic, they did everything, helped us automate the process, and they keep us informed of new opportunities.**"

Claire and Hayley both agreed, "We would recommend SWS to other businesses who want to collect reviews and distribute them on the web to create a substantial presence for their brand. It's the way to go!"

Why market your reputation?

- Maximize your word of mouth referrals
- Learn what your customers really think
- Gather instant feedback not hearsay
- Protect your reputation
- Increase your profits