



BirdEye for - Owen & Co., LLC Real Estate

Client since: January 2016

33x more Google reviews boosts client acquisition

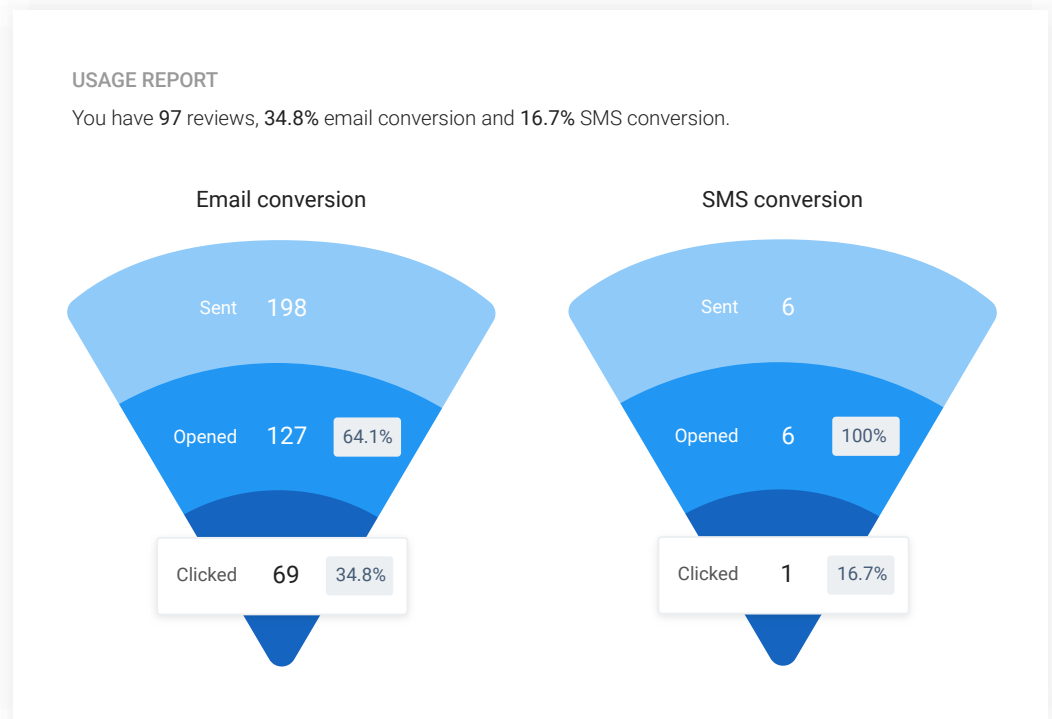
Owen & Co., LLC Real Estate has been providing commercial and residential real estate services to the Mississippi Gulf Coast since 1945. However, Sherry Owen, owner and licensed real estate broker, had almost no evidence of her company's decades of successful sales: Owen & Co was ranking below other local realtors in relevant search results, and only a handful of clients had shared reviews on sites like Facebook, Zillow, and Realtor.com -- no one had left reviews on Google, the most popular review site.

Owen needed a way to stand out from the local competition and build trust with prospective clients. For a small business with limited staff, there was simply no time in the day to manually collect reviews from each client after a transaction. The search began for an automated way to connect with every client at the right time, and make it quick and easy for them to write a review. This is how Owen found BirdEye.



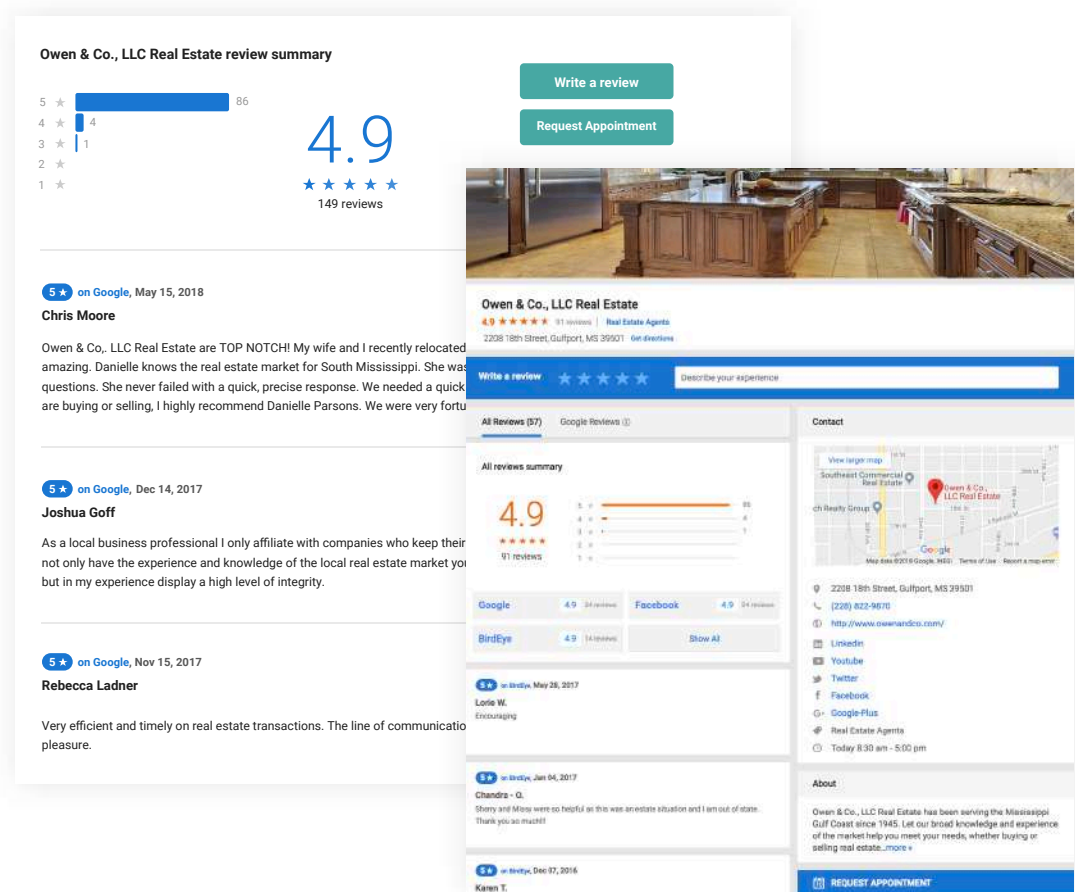
Automatic review collection and promotion

With BirdEye, Owen & Co. was able to automatically send SMS and email review requests to every client instantly after a transaction. Reaching every client at the right moment with the right message, 35% of their email requests and 16% of their SMS messages converted into reviews on third-party sites.



Local listings, specifically name, address, and phone number (NAP) are the third most influential factor in search rankings -- any inaccuracies push a business down in search results. That's why BirdEye scanned all of Owen & Co.'s listings across 70+ consumer sites and business directories and fixed all inconsistencies in real-time.

To maximize the reach and power of happy client voices, Owen used BirdEye's Review Marketing tool to automatically promote her best reviews to their social pages on Google, Facebook and Twitter. They also embedded a review feed on their company website powered by BirdEye, so visitors could easily scroll through recent testimonials from happy clients. BirdEye also build Owen & Co. its own custom SEO-optimized review microsite displaying its best reviews from all sites and up-to-date contact information.



Results

In just 1 year with BirdEye's automated review generation campaigns, Owen & Co. doubled their overall review volume. After another year, the company had tripled their overall review volume, generating 33x more Google reviews, and 4x more Facebook reviews. The majority of these reviews were 4 or 5 stars, boosting ratings to a 4.8 average rating.

33x

more Google reviews

4x

more Facebook reviews

3x

more reviews overall



Consistent business listings, a fresh stream of new reviews, and an SEO-optimized review microsite all worked wonders for Owen & Co.'s search ranking. Now, when someone searches "real estate agency gulfport", Owen & Co. ranks at the top of the local 3 pack with the most reviews. Their improved Google ranking, microsite and cross-posting reviews to social channels have driven 25K visitors to their site since joining BirdEye.

Rating ▾Hours ▾

Owen & Co., LLC Real Estate
4.9 ★★★★★ (30) · Real Estate Agency
2208 18th St · (228) 822-9870
Open · Closes 5PM

WEBSITE

DIRECTIONS

Coldwell Banker Alfonso Realty
4.5 ★★★★★ (17) · Real Estate Agency
9153 Lorraine Rd · (228) 287-1000
Open · Closes 5PM

WEBSITE

DIRECTIONS

Latter & Blum Shaw Properties
5.0 ★★★★★ (3) · Real Estate Agency
777 Watkins Ave · (228) 896-6060
Open · Closes 6PM

WEBSITE

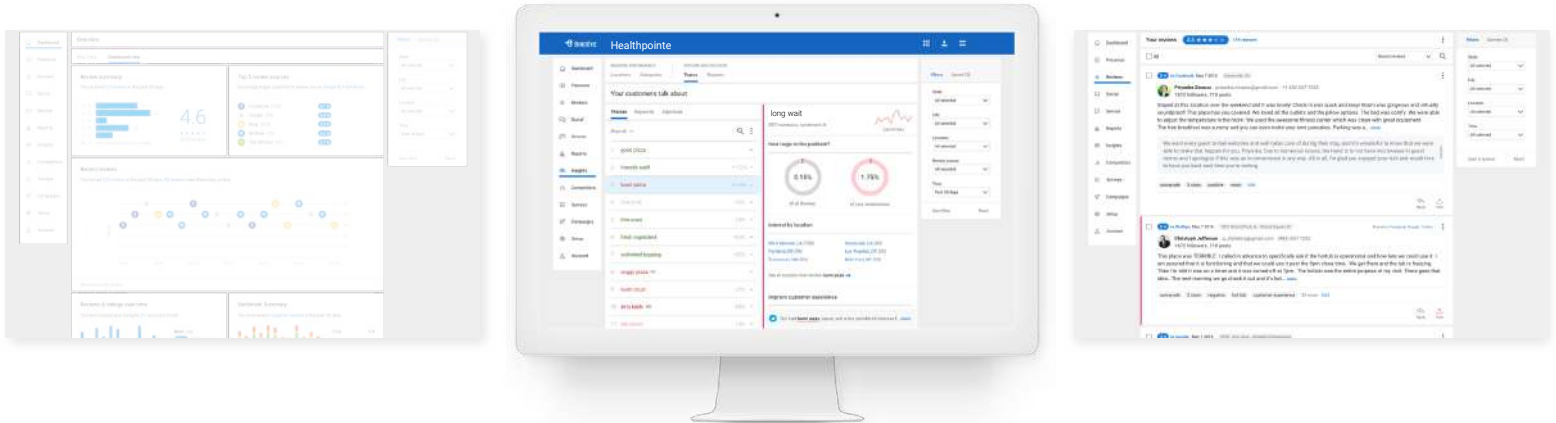
DIRECTIONS

☰ More places

1 800 561 3357
birdeye.com



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 the root causes 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.