

TODAY'S WEBINAR

KENECT®

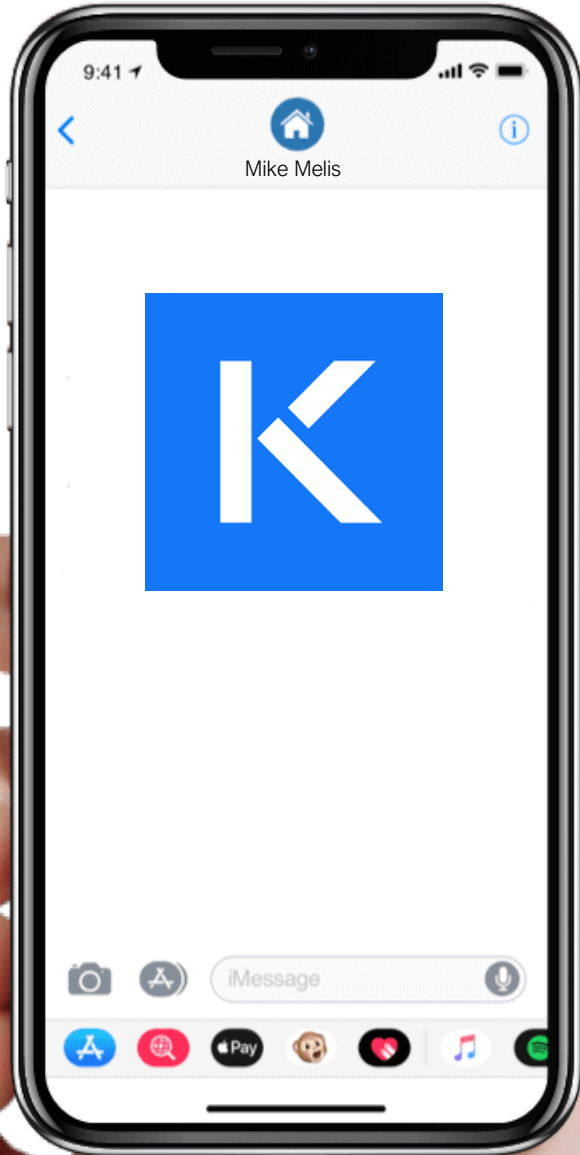
LOL
LAWYERS CONCERNED
FOR LAWYERS
LUL

LO
MAP
MASSACHUSETTS



Mike Melis
Director, Partnerships
Kenect

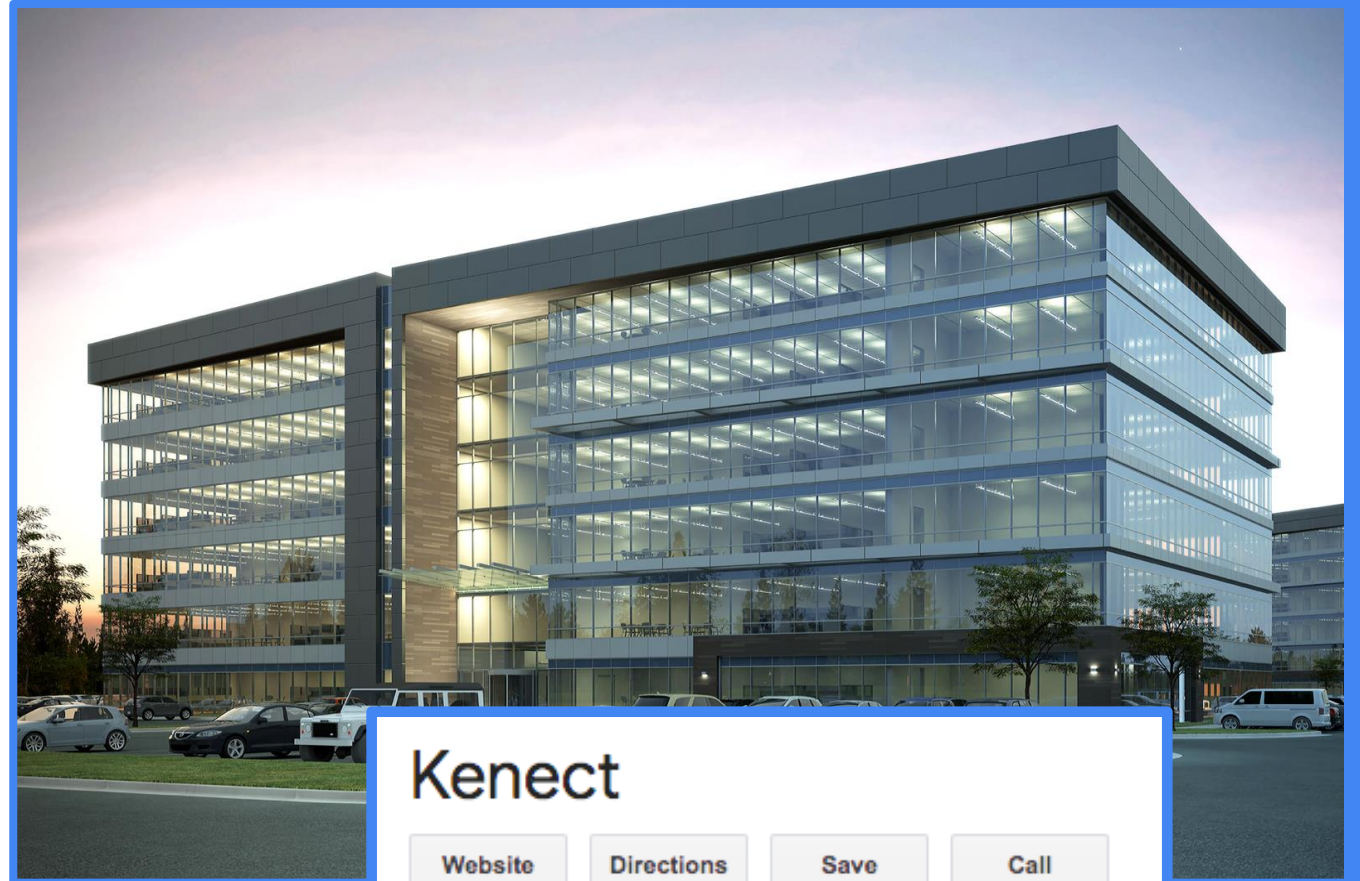
GOOGLE REVIEWS 101



WHO IS KENECT?

Based in the Silicon Slopes of Utah we are a **Text Messaging Platform** built for **Law Firms** throughout North America. We help you:

1. Communicate More Efficiently
2. Generate New Leads
3. Conduct Video Consultations
4. Drive Online Reviews



Kenect

Website

Directions

Save

Call

5.0 ★★★★★ 701 Google reviews

Software company in Pleasant Grove, Utah



“Kenect is integrated with the **leading CMS systems** in the Legal Industry”

“Kenect has over **5,000 clients** and **50,000 users** on its platform”

“Kenect has **dozens of partners** across every specialty in the legal industry from estate planning to personal injury to family law”



HOW WE HELP



2-way Text Messaging for your law firm – stop giving out your personal cell number!



Web Leads straight from your website



Collect Payments via Text Messaging



Video Chat for virtual consultations



Online Review Generation and Reputation Management

YOUR CUSTOMERS PREFER TEXT MESSAGING

“ It started as a program we used in our intake department, but now we use it across our entire firm. Kenect has solved many problems for us, it's worth every dime! ”

Melissa Solevilla
Partner - Carey, Leisure & Neal



89% of clients would prefer to interact with businesses via Text Messaging rather than a phone call.



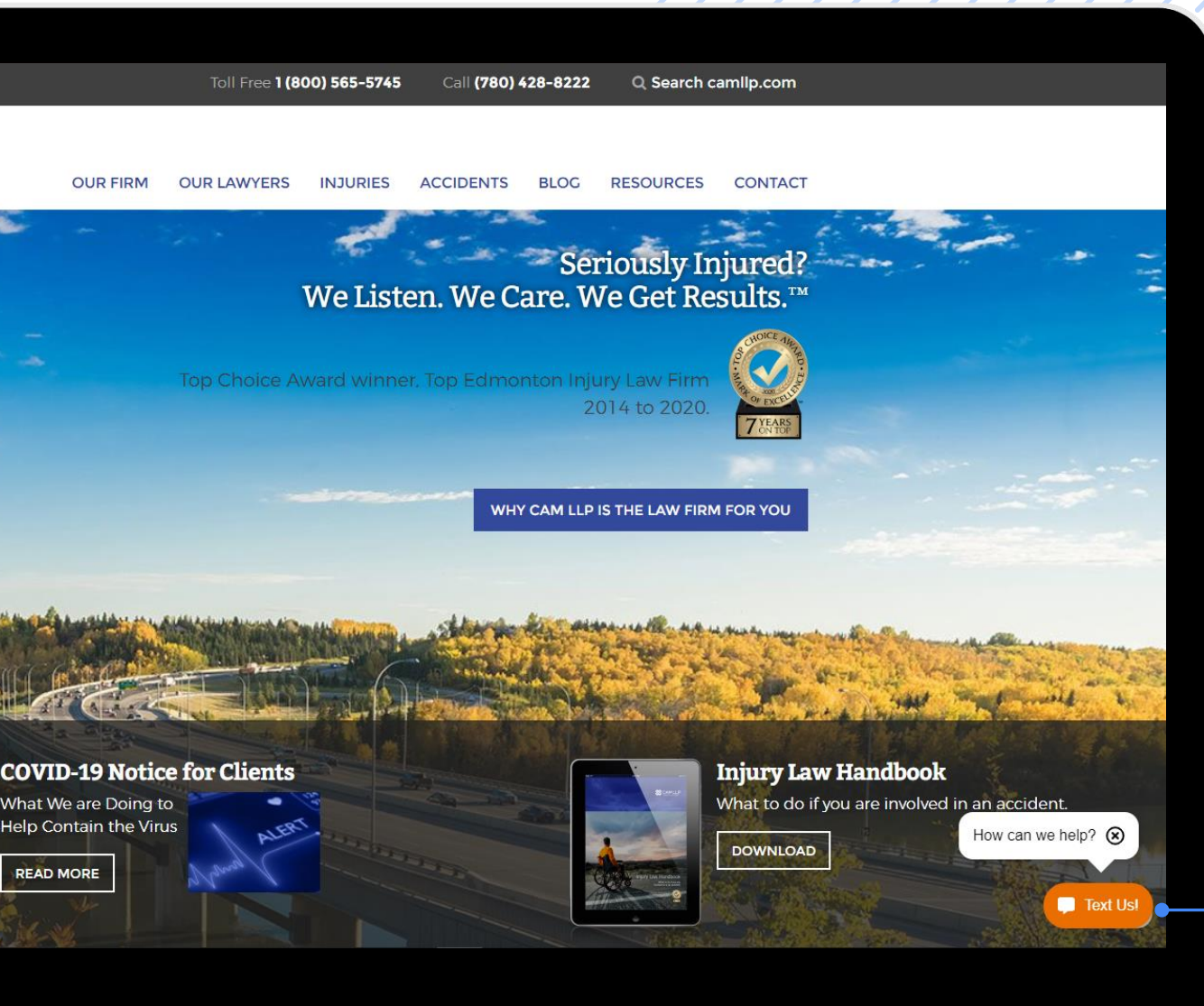
98% of all Text Messages are opened. 95% are read within 3 minutes.



96% of clients find phone calls to be disruptive



78% of US clients say receiving a text message is the fastest way to reach them for important service updates and information regarding their case



ADD "TEXT US" TO YOUR WEBSITE

KENECT Website Widget

TEAM INBOX

KENECT™ **Inbox** | Reviews | Contacts | Payments ⚙️

🔍 Search Messages 🔄 + New To: +18035550179 ✅

All Open Messages | Unread | Needs Response | Closed 🔍 Filters

Thanks for contacting SLC Jewelry!		Sales
THURSDAY, FEBRUARY 20, 2020		
Stevie Wonder Here are our hours	10:38am	Cameron Jones
Gerry Bertier I'll send those details over right away	10:37am	Unassigned
THURSDAY, FEBRUARY 13, 2020		
(803) 555-0179 Hello, this is just a friendly reminder about your appointment today at 11:30am. See you soon!	12:18pm	Unassigned
(803) 555-0141 Hello, would you mind leaving us a review based on your experience today? https://app.kenect.com/s/kg5rSt	12:18pm	Unassigned
(803) 555-0145 Hello, would you mind leaving us a review based on your experience today? https://app.kenect.com/s/BYZ0sK	12:17pm	Unassigned
Stanley https://app.kenect.com/admin/widgets What's your earliest availability to bring my boat in for service?	12:03pm	Unassigned Sales
Herb Brooks https://app.kenect.com/admin/widgets I'd like to come take a look at several different RVs today. What time should I come in?	11:59am	Unassigned Sales
Mike Smith https://app.kenect.com/admin/widgets Hello, what time do you close today?	11:57am	Unassigned Sales

- Beginning of conversation -

Hello, this is just a friendly reminder about your appointment today at 11:30am. See you soon!

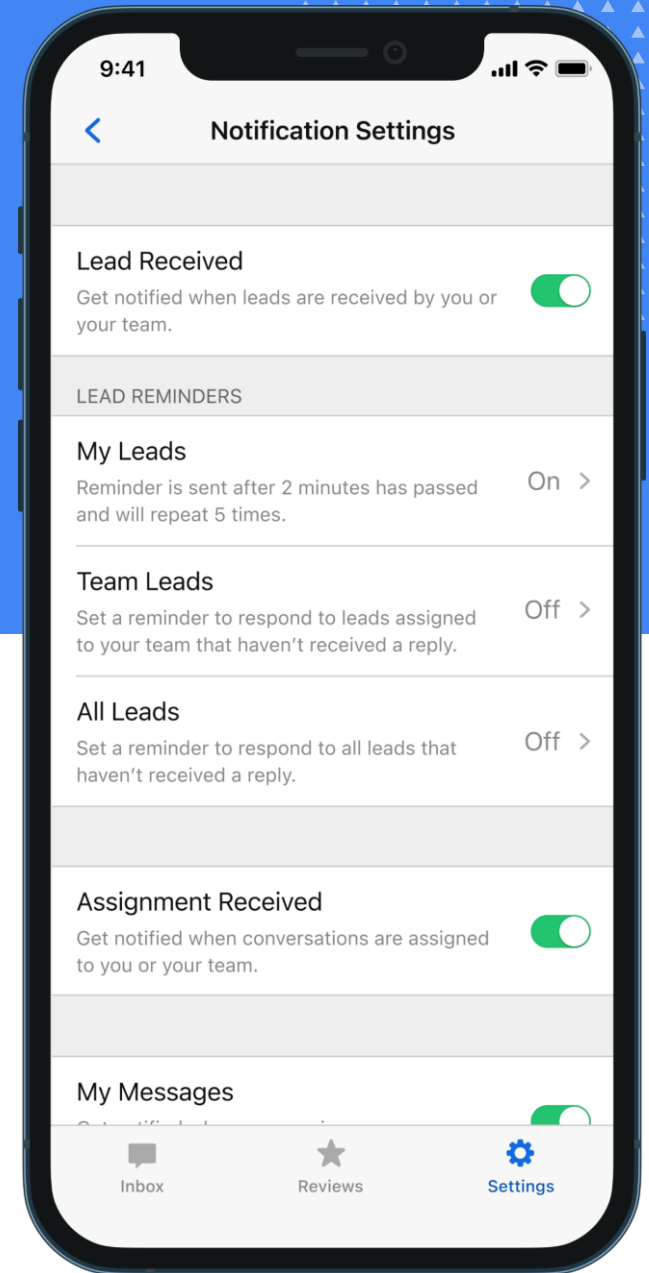
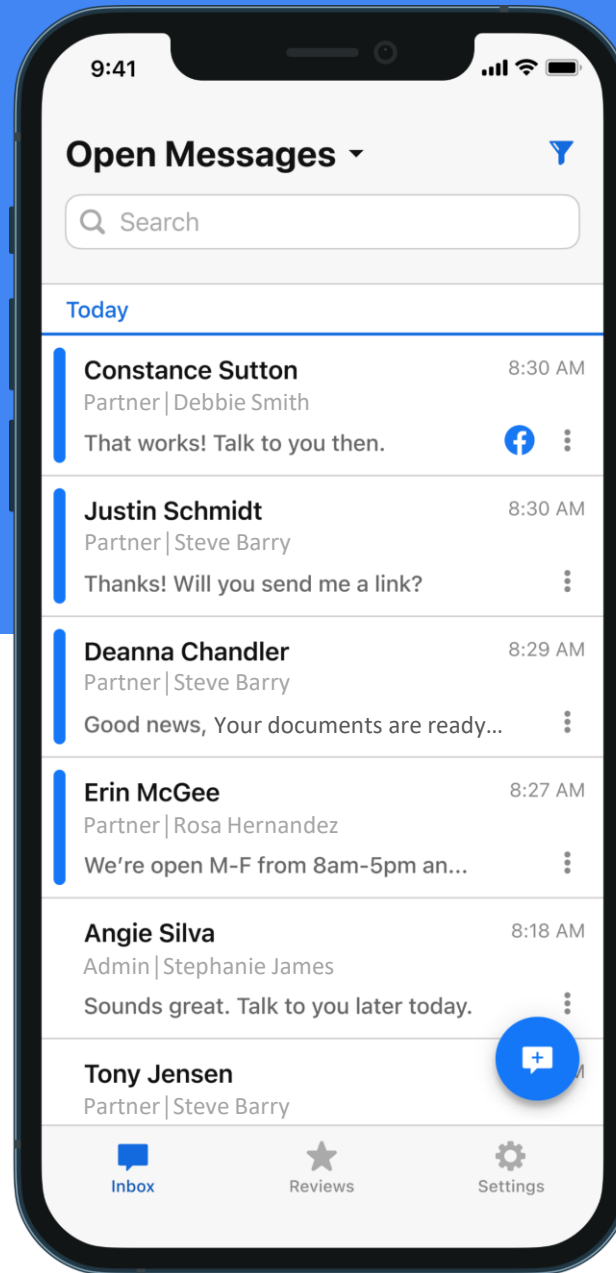
Stephen Smith - 2/13 12:18 pm - Sent

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📎 Send

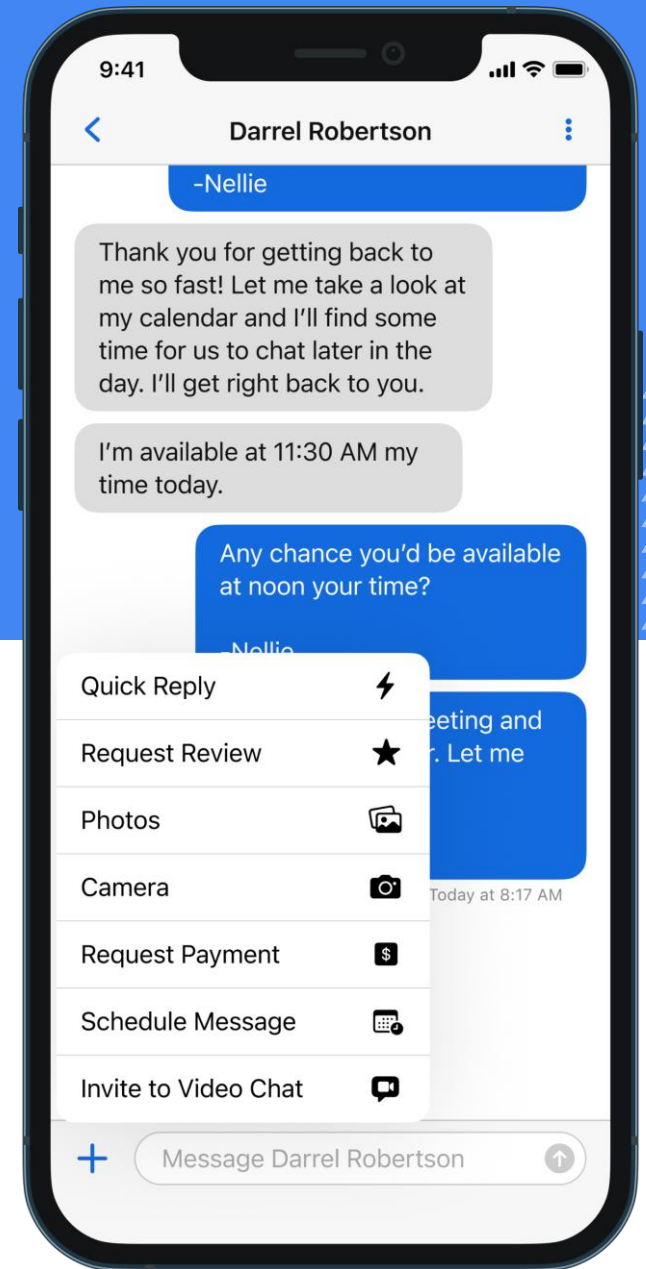
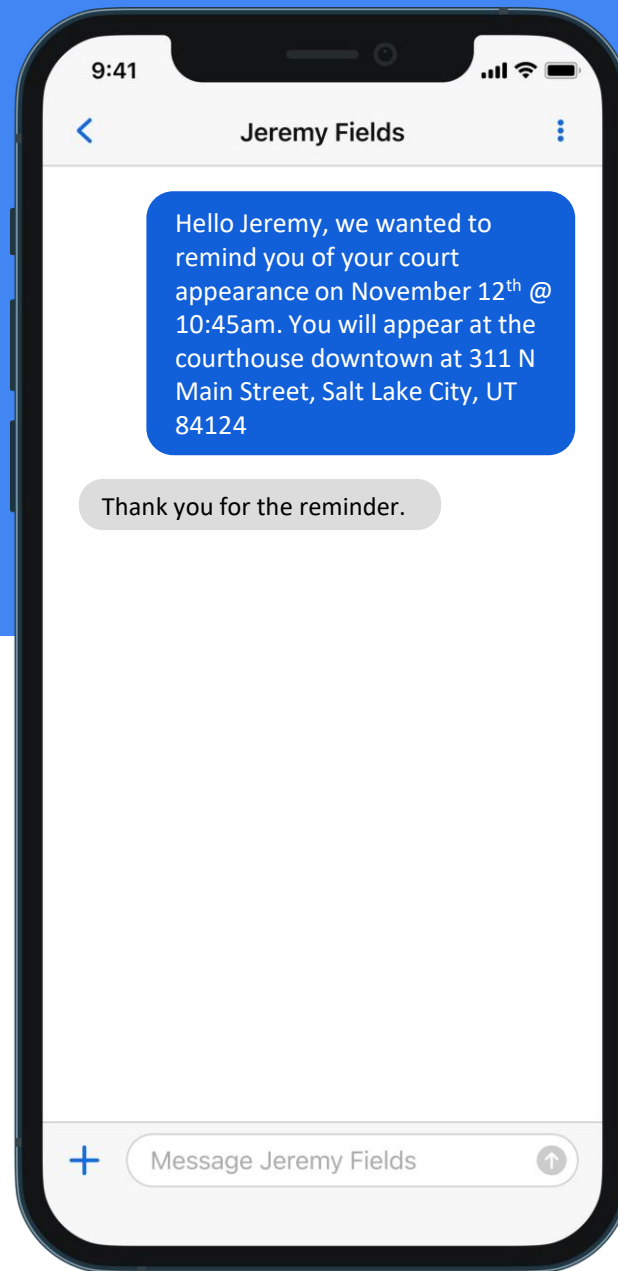
MOBILE APP

Inbox & Notifications



MOBILE APP

Quick Replies & Photos



Schedule Consultations and Send Appointment Reminders

1

Streamline Intake Process and Validate Cases More Efficiently

2

Send Case Updates and Communicate Faster with a 98% Open Rate

3

Collect Fees & Send Invoices via Text Messaging

4

Video Chat with Clients

5

Send & Receive Photos, Videos, PDF's and Attachments

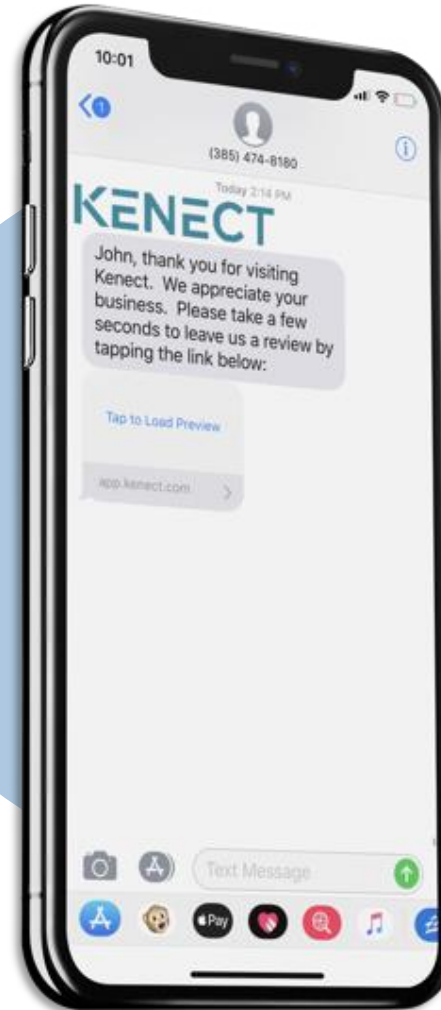
6

Generate Online Reviews on Google & Facebook

7

Capture More Leads from Facebook, Instagram, and Your Website

8



TOP 8 WAYS LAW FIRMS USE KENECT



Google Reviews 101





Foundational Information

- Primary method for clients to share feedback about businesses
- Clients (really anyone using Google) can review your business and leave a star rating
- These reviews can be just star ratings – they can be long or short
- Google does not verify to ensure they are your actual client



Eric Slaugh

7 reviews · 4 photos

★★★★★ 3 months ago

We love working with Steve. His legal knowledge and expertise is extremely impressive, and we thoroughly enjoyed our interactions as we worked with him. If you are in need of legal council, do yourself a favor and hire Steve Sumsion!



About Google My Business

- Google My Business (GMB) allows you to put basic and verified information about your business on the internet. It is used by Google as the central location for verified information about your law firm. And can be used for engaging with clients and attracting new clients
- Your GMB page typically received 5x+ more views than your actual website.
- It is the location where reviews are left and housed.
- Allows your business to show up in Google results and on Google Maps
- According to Google, businesses with a verified GMB listing are 2x more likely to be seen as reputable.

The Carolina Law Group

Website Directions Save Call

4.9 ★★★★★ 121 Google reviews
Law firm in New Bern, North Carolina

Address: 1723 S Glenburnie Rd, New Bern, NC 28562
Hours: Open · Closes 6PM ▾
Health & safety: Appointment required · More details
Phone: (252) 636-3737
Appointments: carolinlawgrp.com

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Products [View all](#)

- DWI/ DUI Attorney
- Family Law Attorney
- Personal Injury Attorney
- Criminal Attorney

Questions & answers
[See all questions \(?\)](#) [Ask a question](#)



About Google Reviews

- Primary method for customers to share feedback about businesses
- Customers (really anyone using Google) can review your business and leave a star rating
- These reviews can be just star ratings – they can be long or short
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Claire Griener

6 reviews

★★★★★ a month ago

They have the most AMAZING group of people there. They know what they are doing if you need your trailer repaired. Wonderful place. HIGHLY RECOMMEND!!!!





Why Google Reviews Matter



...because they matter to clients.

93%

of clients

use reviews as the first step in choosing a law firm.

91%

of clients

trust online reviews as much as personal recommendations. Online reviews are the new “word of mouth.”

87%

of clients

won't consider a law firm with low online ratings.



Eric Slaugh

7 reviews · 4 photos

★★★★★ 3 months ago

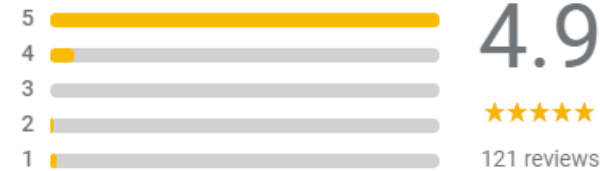
We love working with Steve. His legal knowledge and expertise is extremely impressive, and we thoroughly enjoyed our interactions as we worked with him. If you are in need of legal council, do yourself a favor and hire Steve Sumsion!

Clients care...

- Most people will not take action until they read reviews. They need validation for their decision.
- If a law firm does not have reviews, they are seen as not reliable.
- Clients want to be heard. This is their chance.

Review summary

Write a review



"The **response** was immediate and the **outcome** was exactly what they promised."



"Took care of my speeding ticket quickly for a **fair price**."



"Awesome **company** and amazing **service**."



Google reviews



Baron Toler

Local Guide · 28 reviews · 4 photos



2 months ago

One of the BEST law firms I've ever dealt with. Absolutely professional and top notch legal advice and pre-court and in court representation. I can't articulate how much I recommend this firm!

...because they matter to Google.

- 97% of people go to Google when they want to find a law firm.
- Google determines the order in which firms are listed by ratings and reviews.
- If you aren't in the top 3 you won't get clicked (98% of the clicks are in the top 3)

Map data ©2020

Rating ▾ Hours ▾ Your past visits ▾

⚠ Hours or services may differ

Goings Law Firm, LLC 5.0 ★★★★★ (167) · Personal injury attorney Columbia, SC Open · Closes 5:30PM · (803) 350-9230	WEBSITE	DIRECTIONS
Law Office of Kenneth E. Berger 5.0 ★★★★★ (71) · Personal injury attorney Columbia, SC Open · Closes 5:30PM · (803) 790-2800	WEBSITE	DIRECTIONS
George Sink, P.A. Injury Lawyers 4.6 ★★★★★ (434) · Personal injury attorney Columbia, SC Open 24 hours · (803) 999-2993	WEBSITE	DIRECTIONS

☰ More places

STAND OUT. GET CLICKED.

- Your Online Listings, like the one above, now get **500% more views** than your law firm's website.
- According to Harvard, a 1-star increase in your rating can mean a **5-9% increase in revenue**.
- **82% of consumers** won't even look at a law firm with less than 3 stars

Rating ▾ Hours ▾ Your past visits ▾

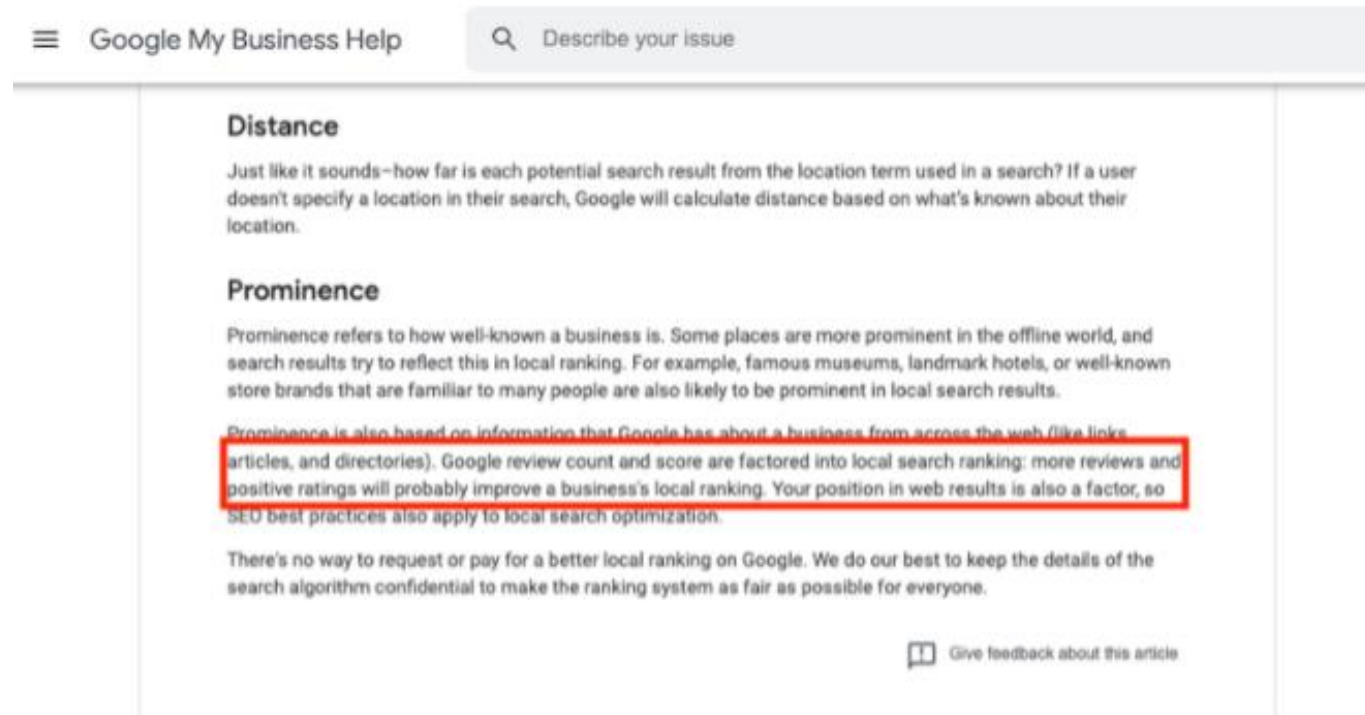
⚠ Hours or services may differ

Goings Law Firm, LLC 5.0 ★★★★★ (167) · Personal injury attorney Columbia, SC Open · Closes 5:30PM · (803) 350-9230	WEBSITE	DIRECTIONS
Law Office of Kenneth E. Berger 5.0 ★★★★★ (71) · Personal injury attorney Columbia, SC Open · Closes 5:30PM · (803) 790-2800	WEBSITE	DIRECTIONS
George Sink, P.A. Injury Lawyers 4.6 ★★★★★ (434) · Personal injury attorney Columbia, SC Open 24 hours · (803) 999-2993	WEBSITE	DIRECTIONS

☰ More places

Why does Google care?

- They have one job: to produce the result the searcher WANTS to see.



Google My Business Help

Distance

Just like it sounds—how far is each potential search result from the location term used in a search? If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.

Prominence

Prominence refers to how well-known a business is. Some places are more prominent in the offline world, and search results try to reflect this in local ranking. For example, famous museums, landmark hotels, or well-known store brands that are familiar to many people are also likely to be prominent in local search results.

Prominence is also based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking; more reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor, so SEO best practices also apply to local search optimization.

There's no way to request or pay for a better local ranking on Google. We do our best to keep the details of the search algorithm confidential to make the ranking system as fair as possible for everyone.

[Give feedback about this article](#)



What to Do When You Get a Negative Review





What to Do When You Get a Negative Review

- How common are bad reviews?
- Tips for avoiding bad reviews
- What NOT to do when you get a bad review
- What TO DO when you get a bad review
 - Figure out what happened
 - Respond respectfully
- The key is to bury bad reviews with good ones



Will Google Take Them Down?

If you have solid evidence that a review is fake, you can flag it to Google. This will alert Google to the review and get them to consider removing it. In order for a review to be flagged, it should meet Google's guidelines.

Google considers the following review characteristics to be 'inappropriate':

- **Contains offensive language or profanity.**
- **Is written by someone with a conflict of interest, such as a current or previous employer, friend or competitor.**
- **Is written by someone who has never experienced the service or product provided.**



How to Get More Positive Reviews



WHAT POTENTIAL CLIENTS WANT TO SEE IN YOUR REVIEWS

According to Bright Local, the **Top 4 things Clients** look for are:



Quality

Star rating is the most important factor, and **5-star** reviews are preferred.



Recency

73% of clients disregard reviews older than 90 days. **Most don't read old reviews.**



Quantity

A minimum of 50 reviews is necessary. **150+ is ideal.** Quantity drives conversion rate.



Owner Response

Google says that after review ratings, Owner Responses are **the first thing clients read.**



How to Get More Positive Reviews

1. Build a **process** to ask for reviews
 - a) Who do you ask? Everyone or just those that like you?
 - b) How do you ask? (Texting, email, in-person, phone)
 - c) When do you ask? (after the case, during the case)
 - d) Who's in charge of asking?
2. Determine an owner for the process – compensate the process owner
3. Ask in the right way

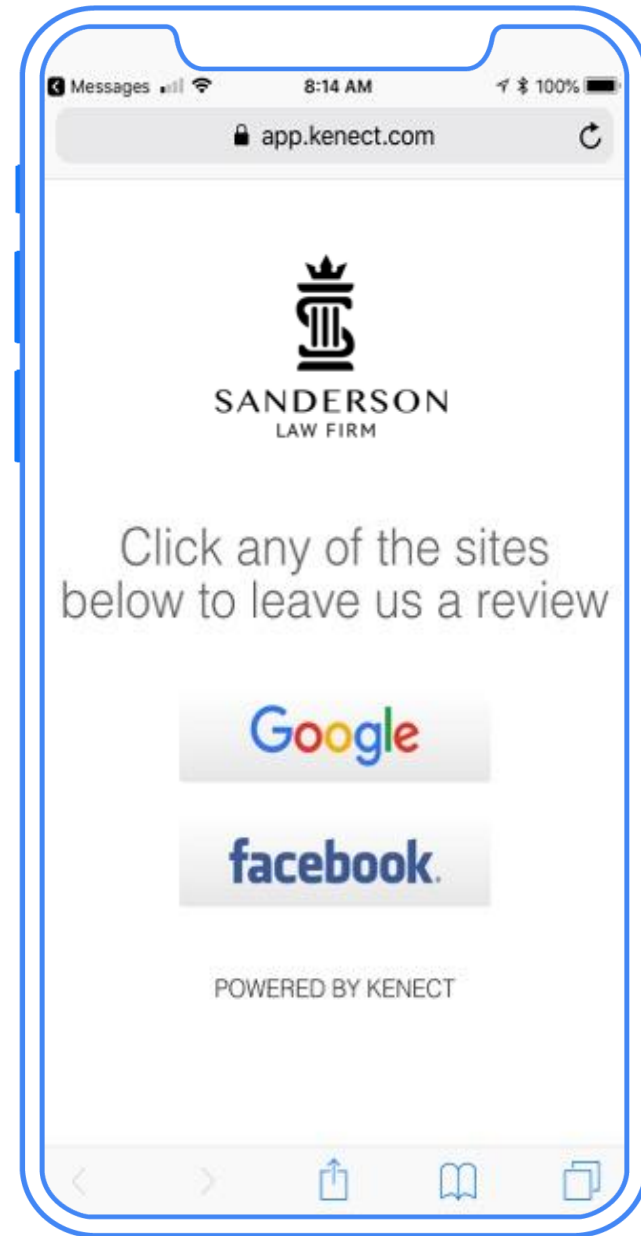


STEP 1.

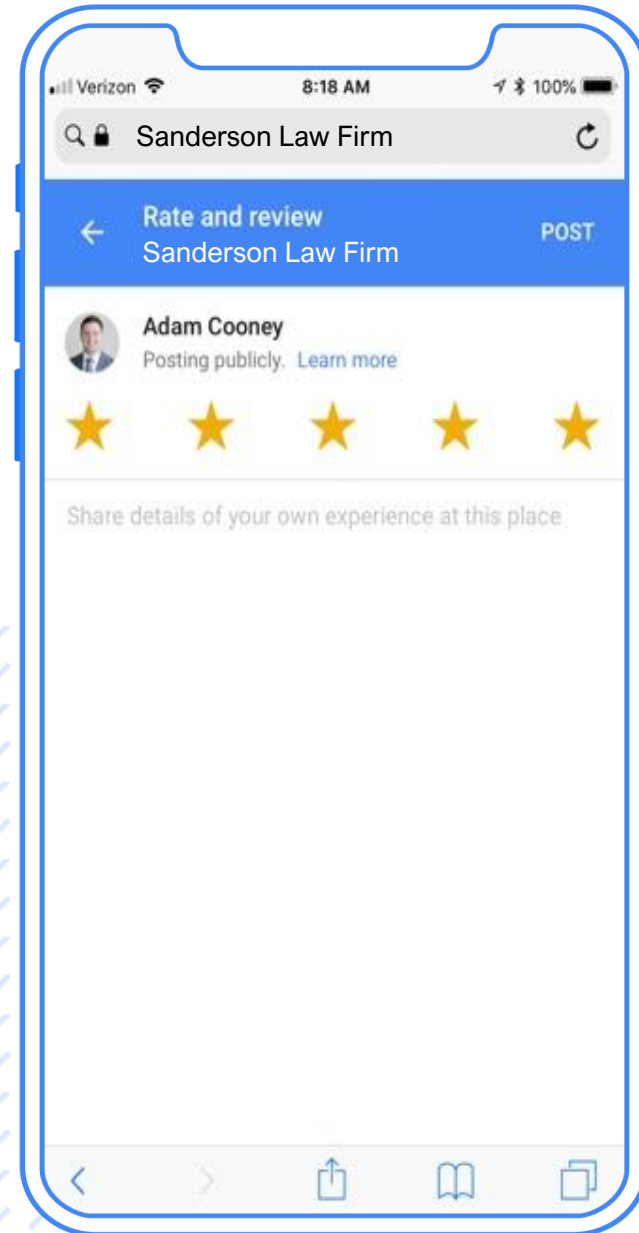
Send the Text



STEP 2.
Select the
Review Site



STEP 3. Post the Review



STEPS TO SUCCESS WITH ONLINE REVIEWS

01

Take Control. Don't let the angry clients determine your online reputation. Get your great clients to leave reviews.

02

Build a Repeatable Process. Find a point in your process where you can easily ask happy clients for reviews.

03

Use Kenect Text Messaging Not Email. Kenect is 35x more effective than email at collecting reviews.

04

Respond and Start Marketing. Always respond to every review and use your 5-star reviews on your website, in your ads and at your office.

KENECT[®]

Call or Text us:

888-972-7422

mmelis@kenect.com