

# Social Page Builds

## Fully Managed Solution

A professional social media profile on Facebook, Instagram, or LinkedIn.

### What to Expect Next:



#### Order Form

When you purchase a Social Page Build, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with your client, to gather additional information needed to complete the Social Page Build.

- We will verify the exact business name and full address to ensure the page has accurate information.
- Access to a Gmail account is required to complete any claim.
- Verifying the social site may require an automated phone call or email to be sent to the business, it is best that you are at the business during the Onboard call.
- The Onboard call will take approximately 15 - 30 minutes to complete.
- Most often, pages are claimable during the onboard call, however, there are extenuating circumstances where follow up is required.
- Once the page is accessible we will ensure it's updated with applicable information. Details below.



#### Facebook

Marketing Services uses Facebook Business Manager to create Business Pages. The page build will include:

- Accurate business data - Name, address, phone, website, hours
- Business description
- Business handle (@businessname)
- Logo
- Profile Picture



#### Instagram

Marketing Services uses Facebook Business Manager to create and connect Instagram to Facebook. The page build will include:

- Accurate business data - Name, address, phone, website, hours
- Business description
- Add a profile picture
- Edit Instagram profile
- Convert the account to a business account (business.instagram.com)
- Walkthrough of how to get the iPhone or Android app
- Walkthrough how to manage Instagram account going forward



#### LinkedIn

If the listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again. Things to note:

- This process cannot be done during the onboard call, and can take upwards of two weeks to complete.
- Usually, in this case the listing site has a 'Request Ownership' form to submit which notifies the current owner that another party is wanting to take over the listing.
  - If the listing's current owner denies our request to take over the listing, we will not be able to complete the listing claim.
  - If a Yelp listing is already claimed, the business owner will have to contact Yelp Support for access, as Marketing Services won't be permitted to make this request on their behalf.
  - If the current owner does not respond to the inquiry within 7 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods.



#### Other Social Channels

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, categories/keywords.

Additional 'Rich Data' is something we encourage clients to add to the listing, as it provides consumers a great look into your business. Things like:

- Business description, interior/exterior/staff photos, products/service offerings, etc...

A final email will be sent from the Marketing Strategist that will contain the login credentials to the listing that was claimed.

# Medical Sites

## Fully Managed Solution

Fully managed manual claiming of any one site, such as Google My Business, Yelp, Bing, TripAdvisor, RateMDs, Doctors.com, and more!

### What to Expect Next:



#### Order Form

When you purchase a Listing Claim, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with your client, to gather additional information needed to complete the Listing Claim.

- We will verify the exact business name and full address to ensure the Listing is accurate.
- Access to a Gmail account is required to complete any listing claim.
- Verifying listings may require an automated phone call or post card to be sent to the business, it is best that you are at the business during the Onboard call.
- The Onboard call will take approximately 15 - 30 minutes to complete.
- Most often, listings are claimable during the onboard call, however, there are extenuating circumstances where follow up is required.



#### Verification Methods

Each listing site has their own method for validating the legitimacy of a business.

- **Phone Call/Text Message** - An automated phone call is sent from the listing site to the business listed phone number. A PIN is given to enter into the listing site for validation. This option can be completed during the Onboard call.
- **Postcard** - A physical postcard is sent from the listing site to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete.



#### Postcard Verification

In cases where the only verification option is to have a physical postcard sent to the business address, the Marketing Strategist will follow up via phone call and email 7 and 14 business days after the onboard call to get the PIN number located on the postcard. That PIN has to be entered into the listing site to complete the listing claim.

*Important: Please note that postcard PINs expire within 30 days, so it's very important to pass this PIN along to the Marketing Strategist as soon as it's received. You are welcome to email or call us with this PIN.*



#### Listing is already claimed

If the listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again. Things to note:

- This process cannot be done during the onboard call, and can take upwards of two weeks to complete.
- Usually, in this case the listing site has a 'Request Ownership' form to submit which notifies the current owner that another party is wanting to take over the listing.
  - If the listings current owner denies our request to take over the listing, we will not be able to complete the listing claim.
  - If a Yelp listing is already claimed, the business owner will have to contact Yelp Support for access, as Marketing Services won't be permitted to make this request on their behalf.
  - If the current owner does not respond to the inquiry within 7 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods.



#### Listing Claim Completed!

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, categories/keywords.

Additional 'Rich Data' is something we encourage clients to add to the listing, as it provides consumers a great look into your business. Things like:

- Business description, interior/exterior/staff photos, products/service offerings, etc...

A final email will be sent from the Marketing Strategist that will contain the login credentials to the listing that was claimed.

# Listing Claim

## Fully Managed Solution FAQs

### **Client Expectations:**

- Complete a Initial Onboarding Call with our Marketing Strategists
- Provide PIN verification to us if the postcard option was used.
- Provide us with access to a business associated Gmail account.

### **What listings can be claimed through this service?**

We can claim Google My Business, Yelp, Bing, TripAdvisor, RateMDs, and Doctors.com. Please contact us if your client has a request to claim their listing on a site outside of these.

### **Why does my client need a Gmail account?**

We need access to a Gmail inbox in order to claim and monitor the listing. We will also use this email address to login to the listing after it is claimed.

### **When will my client's listings be correct?**

The process of claiming and correcting your client's listings can take up to 90 days, however, in most cases listings are claimed and corrected within 30 days.

### **Can we claim the listings of a business that is still under construction?**

No, it is best to wait until the business has a permanent address and phone number.

### **My client runs two different businesses with the same phone number and address. Can we claim their listings?**

Businesses that are listed at an identical address and phone number will be seen as duplicates of each other, and removed from many sites.

### **Can my client list a tracking phone number?**

Tracking numbers cannot be listed as a phone number on the listing. The client will need to provide the local phone number for the business.

### **What if my client doesn't have a physical address?**

For service area businesses, most listing sites will still require a real address. Some sites, like Google and Yelp, can suppress the address so it is not viewable online.

### **What are the restrictions concerning Yelp multi-location claiming?**

If your client has more than 10 locations, we are unable to offer multi-location claiming due to restrictions set in place by Yelp.