

# Eight strategies to scale your agency and reduce churn



## Introduction

Media companies and marketing agencies must scale revenue and stay competitive to thrive. But scaling usually comes with challenges like customer churn, leaving agencies overstaffed and underfunded.

With profit margins averaging around 18% for the industry and smaller agencies at 11% to 15%, scaling while managing churn can be challenging. To stay on the growth trajectory, agencies must continue to secure new clients or upsell existing ones.

Diversifying your agency revenue streams by adding more products and services is a great way to grow. The additional revenue streams allow you to scale your business, better satisfy existing clients, and bring in new clients. They can also future-proof your company by ensuring that even if your current marketing niche goes out of vogue, you still have a way to generate revenue and keep your company afloat.

Now the question is, what are some of the services that you can add to your arsenal that are easy to implement and can create instant value for your customers? In this guide, we will walk you through 8 SaaS solutions that you can offer to your clients and build closer and more profitable client-agency relationships right off the bat.

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The image shows a screenshot of a business review management software interface. On the left, the 'Settings' page for 'Solar Home Energy' is visible, showing a '4-5 star auto response' rule. The rule is configured to trigger when a review is from 'any source' and has a 'rating is 4 stars or 5 stars'. The response text is: 'Thank you [reviewer name], we appreciate you choosing Solar Home Energy! We are always at your service, don't hesitate to reach out if you need anything. Thanks again!'. On the right, a review from 'Jose Moraila' is shown, with a 5-star rating and a positive comment about the installation crew. Below the review, the auto-reply response is displayed, with the reviewer's name substituted into the template.

## STRATEGY 1

# Automate reviews for prompt, scalable consumer feedback

Automate reviews for prompt, scalable consumer feedback

Your agency can help elevate your client's [online reputation](#), a critical factor that directly impacts success in the digital realm. Despite significant investments in SEO/SEM, businesses often miss out on opportunities due to a poor reputation. Reputation management services naturally complement SEO/SEM efforts, improving click-through rates (CTR) and influencing SEO rankings. By harnessing this winning combination, businesses can stand out in a cluttered market, ensuring a stellar online reputation and seizing growth opportunities confidently.

There are four core elements of online reputation management that your agency can support:

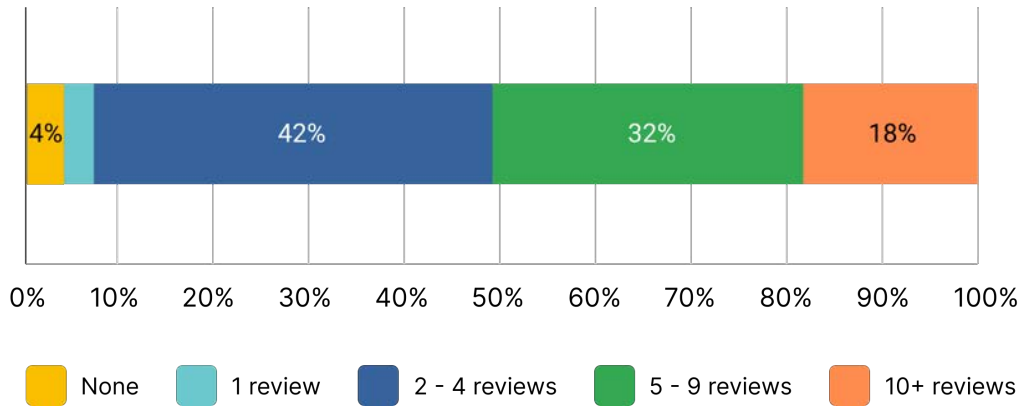
- **Review Generation**
- **Review Monitoring**
- **Review Management**
- **Review Marketing**

## Review Generation

The experiences of customers play a pivotal role in influencing the purchasing decisions of prospective customers. In a recent consumer survey by Birdeye, 92% of respondents claimed to read at least two reviews before forming an opinion, and a whopping 50% read five or more reviews! This is why it's vital for businesses to generate new reviews and manage them as they scale.

Online reviews help businesses not only provide social proof to prospects but also help businesses rank higher in Google search and local map packs. Here is how you can make the review collection process easier for your clients and get more reviews.

### How many reviews do you typically read to form an opinion about a business:



Source: [Birdeye consumer survey 2023](#)

- **Make leaving reviews hassle-free for customers.**

They're doing the business a favor by taking time out of their busy schedule to help its reputation. Keep the process simple – include a direct link in the review request, requiring just a click and response. This ease will encourage more reviews, strengthening the business's online reputation and building positive connections with the audience.

- **Automate review requests for prompt feedback.**

The timing is crucial, so send requests immediately after delivering a product or service to boost response rates. An automated system streamlines the process, sparing your staff from additional workload.

## Review Monitoring

Review monitoring is crucial for businesses to manage their online reputation effectively and enhance customer experience.

- Monitoring online reviews, especially on Google, is essential as Google reviews heavily influence a business's online reputation and search visibility.

Automate reviews for prompt, scalable consumer feedback

- By closely monitoring reviews, businesses can gain valuable insights into their overall customer experience and proactively manage their online reputation.
- Active review monitoring allows businesses to respond promptly to customer feedback and showcase their commitment to customer satisfaction, building trust and loyalty.

## Review Management

There's strong evidence to suggest that responding to reviews – both good and bad – can significantly increase the chances of winning new business.

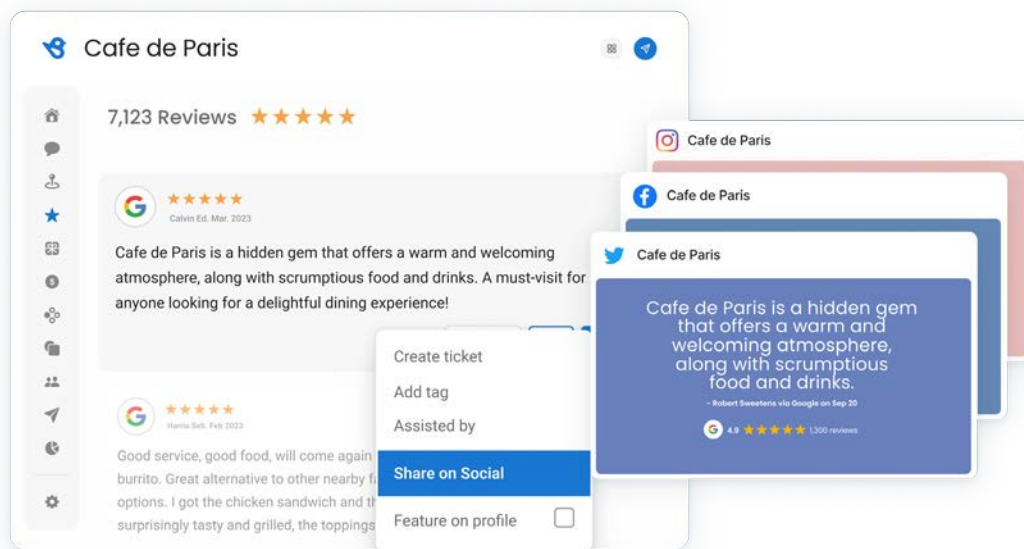
Here are some key benefits of review management:

- **Trust and Credibility:**  
Responding to reviews, particularly addressing negative feedback, demonstrates transparency and dedication, enhancing the company's credibility.
- **Customer Engagement:**  
Engaging with reviews fosters a sense of community and loyalty among customers, encouraging repeat business and word-of-mouth referrals.
- **Competitive Advantage:**  
Businesses that actively manage and respond to reviews stand out from competitors and establish themselves as customer-centric brands.
- **Crisis Management:**  
Addressing negative reviews promptly can mitigate potential reputation crises and showcase the company's willingness to resolve issues.



## Review Marketing

Review marketing is essential for leveraging customer feedback to enhance reputation and attract new customers. Amplify positive reviews by featuring them prominently on the website and social media, encouraging customers to share their experiences, responding with gratitude, and incorporating review snippets into marketing materials. This persuasive approach builds trust and fosters lasting customer relationships.



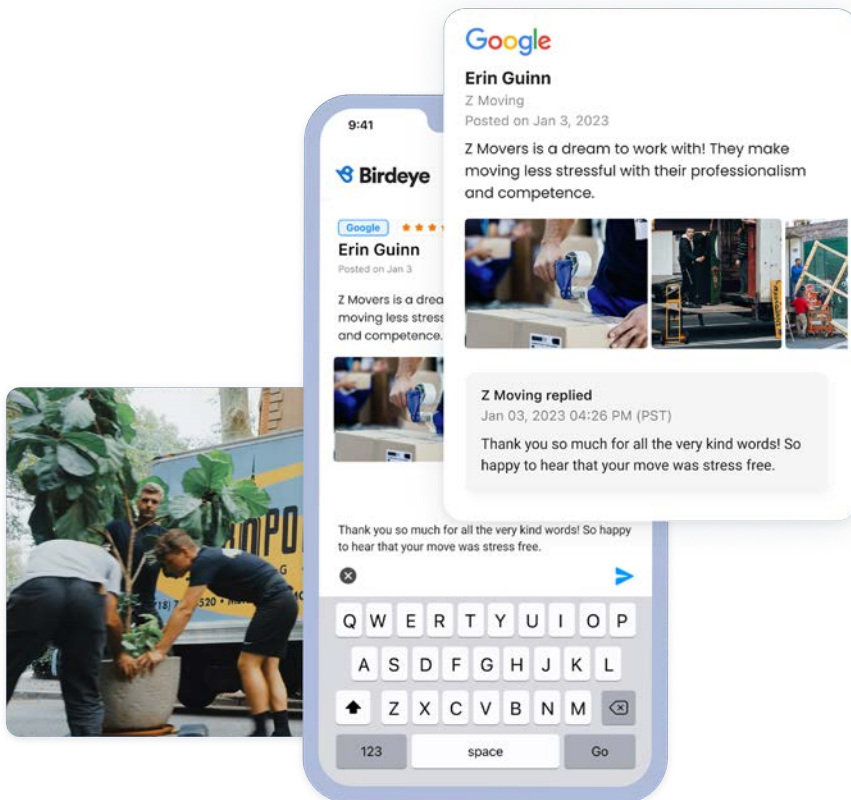
## Reputation management software

Reputation Management software can help streamline the process of generating, monitoring, managing, and marketing reviews for both your agency and your clients by:

- Triggering automatic review requests right after a customer interaction.
- Tracking reviews over time and identifying trends to know what the business is doing well and where they need to improve.
- Notifying the business of negative reviews so that they can respond quickly.



Automate reviews for prompt, scalable consumer feedback



Providing your clients an efficient way to get and manage new reviews will help them see instant value from the reputation management service.

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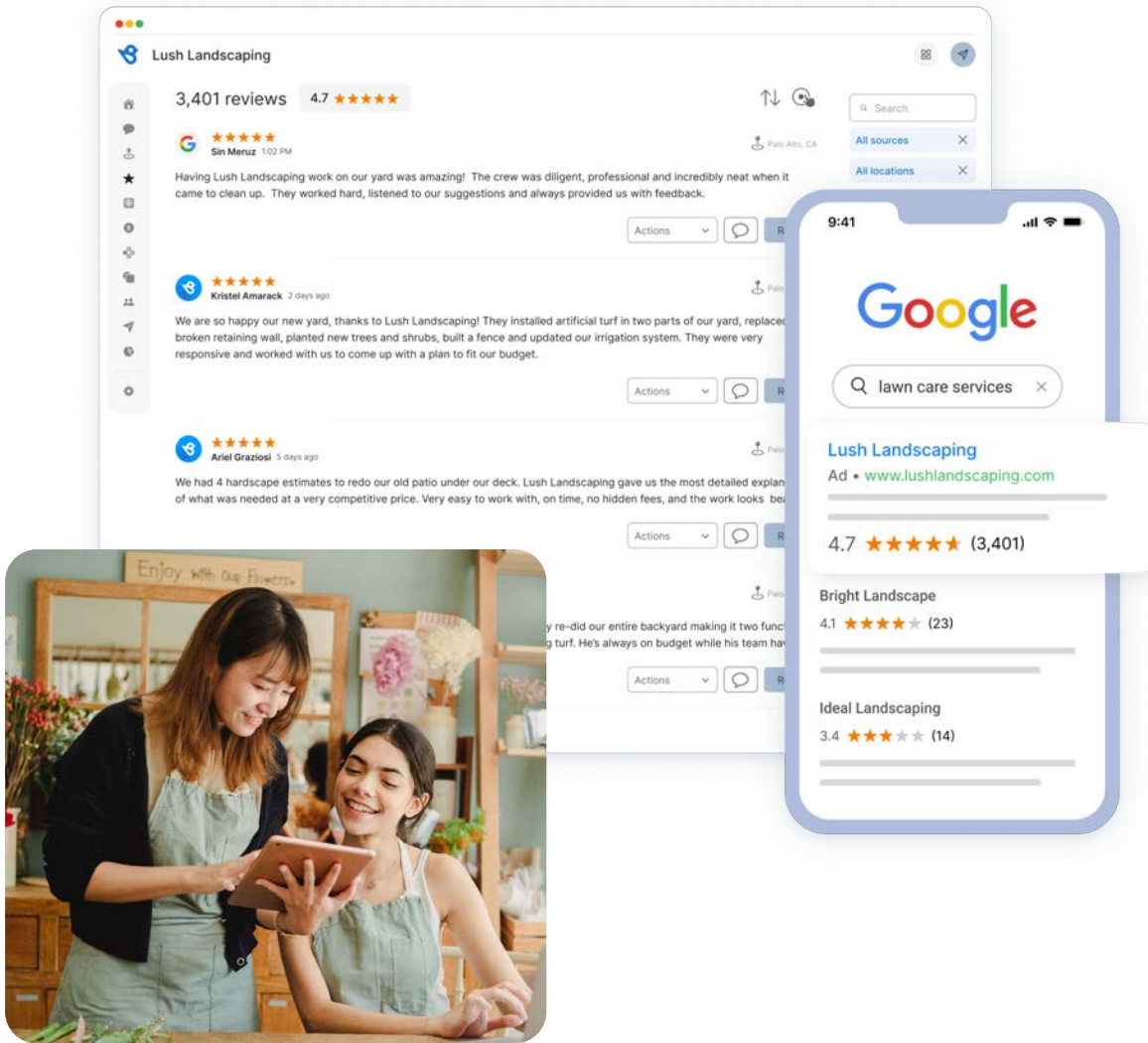
**Birdeye is an innovator in review generation marketing. As an agency owner, being able to stay ahead of marketing trends and best practices, we love the technical abilities Birdeye provides us for our clients.**

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**Faigie Grunberg**  
Founder and CEO, GeminixMD



**Next: Improve ad quality score by leveraging 'Google Seller Ratings'**



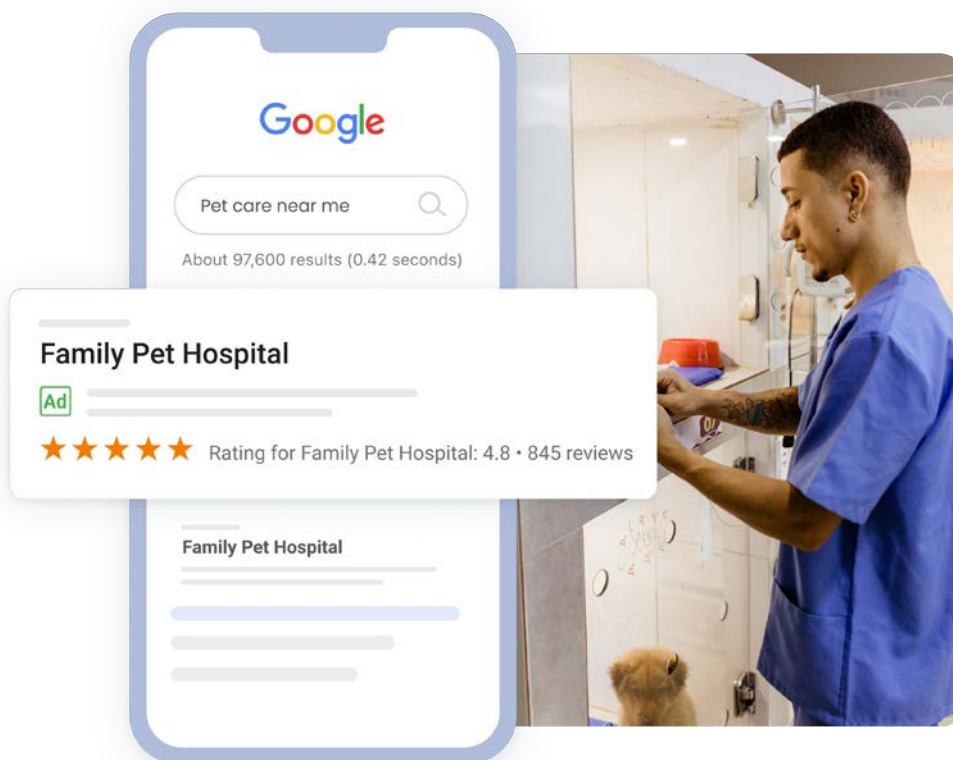
## STRATEGY 2

# Improve ad quality score by leveraging 'Google Seller Ratings'

## Improve ad quality score by leveraging 'Google Seller Ratings'

Helping your clients get and manage online reviews can have another significant impact other than creating a stellar online reputation and boosting SEO. The new reviews businesses get can supercharge their Google ad performance with 'Google Seller Ratings.'

[Google Seller Ratings](#) is an ad extension that allows businesses to display their customer reviews on their Google Ads. Your client's ads will show the collective number of reviews their business has and an average rating out of five stars from those reviews.



The ad with a bright yellow star rating stands out from other ads as it's more visually appealing. The yellow star rating also provides immediate assurance from seeing the consensus from happy customers, which makes the business with Seller Ratings much more trustworthy than other ads.

Improve ad quality score by leveraging 'Google Seller Ratings'

There are a couple of key benefits that Seller Ratings offer when businesses add them to their Google Ads:

- **Google Seller Ratings convert more customers**

When star ratings appear within the Google Ad, that assurance can encourage prospects to click on the ad and land on your client's website. The data backs this up. According to Google, using Google Seller Ratings leads to a 17% increase in click-through rate on paid ads.

- **Google Seller Ratings improve your ad quality score**

A higher click-through rate from Seller Ratings signals to Google about the relevance and quality of your client's ad. As clicks increase, it drives up the quality score of the ad. When the quality score increases, the business spends less on ad campaigns, lowering its overall CPC.

Help your clients unlock Google Seller Ratings to increase clickthrough rates, convert more customers, and drive higher revenue from their search ads.

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**We saw a 2.7% improvement in CTR, a conversion rate that is 48.4% higher, and a CPA that is 19% cheaper than ads that did not include a seller rating. And Birdeye makes it simple to set up. A busy digital marketer's dream!**

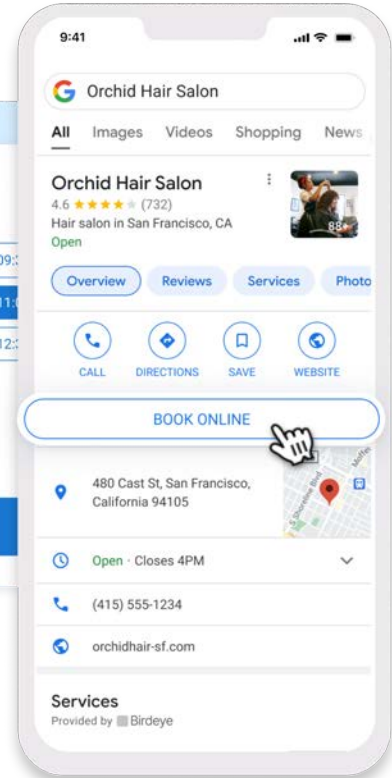
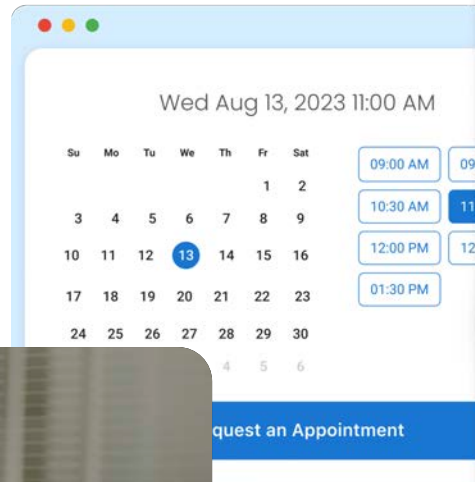
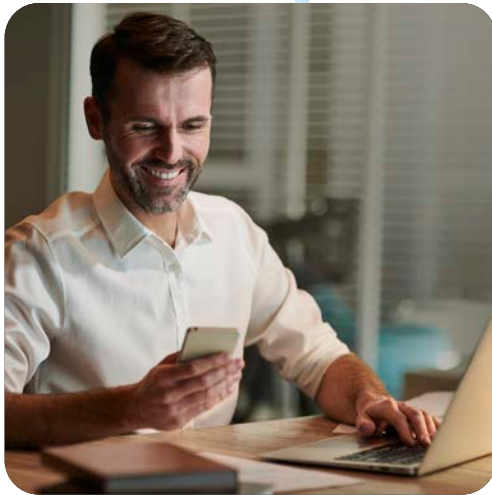
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**Justin Shook**

Director of Social Media & Reputation  
of Southern Careers Institute



**Next: Unlock the newest conversion button on Google Business Profiles**



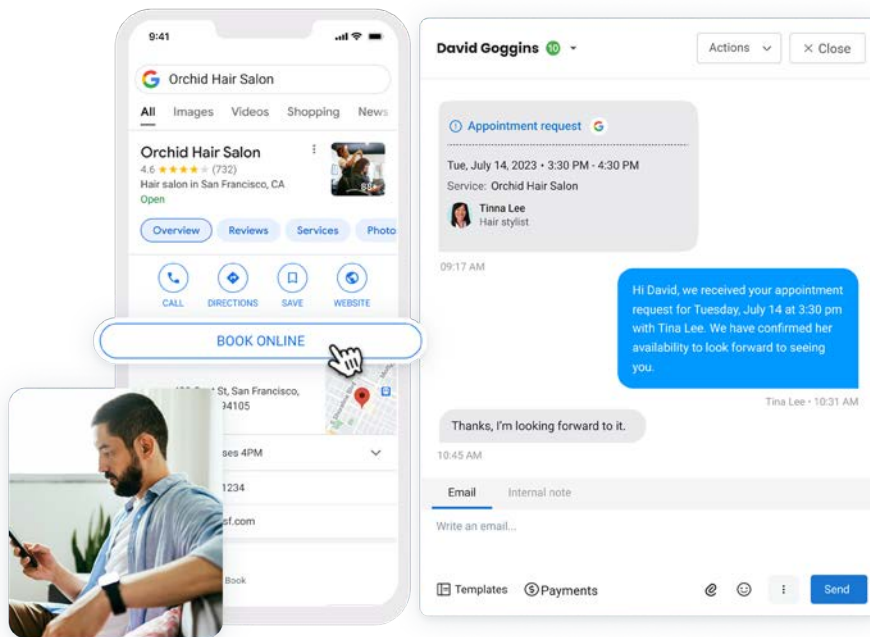
### STRATEGY 3

## Unlock the newest conversion button on Google Business Profiles

Unlock the newest conversion button on Google Business Profiles

Help local businesses to accept appointment requests from their Google Business Profile on Search and Maps with 'Reserve with Google'

'Reserve with Google' is a new feature on Google Business Profile available to local service businesses in select industries in the United States. Service businesses can gain a competitive advantage by offering customers a seamless and easy-to-access appointment request process. 'Reserve with Google' effectively turns the Google Business Profile into one of the most effective lead generation channels.



## How can 'Reserve with Google' help businesses?

'Reserve with Google' presents an excellent opportunity for local businesses to grow their businesses effectively. With this feature, businesses can:

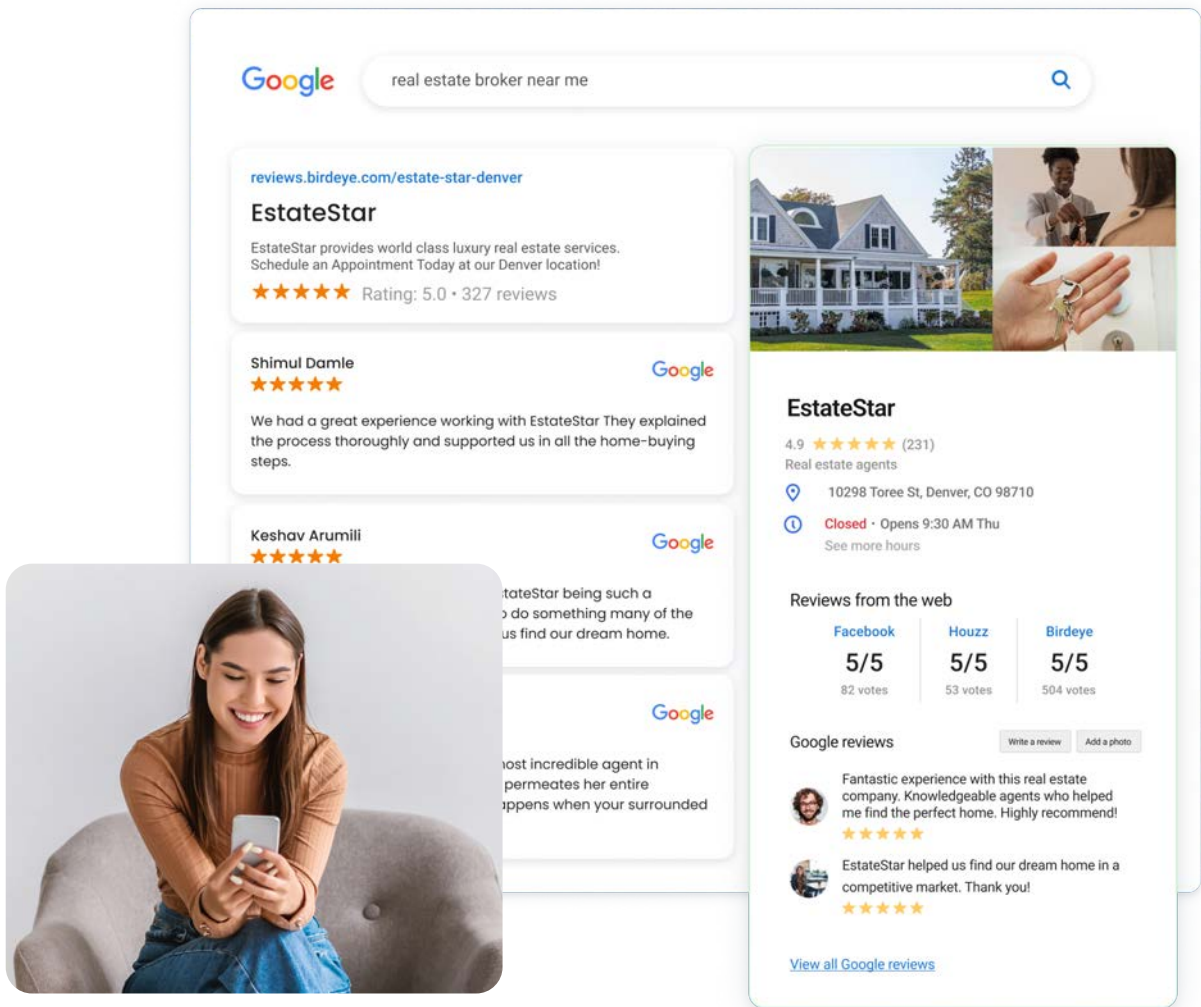
- Gain a competitive advantage in the local market by providing an effortless way for consumers to book appointments
- Increase conversion rates by eliminating the waiting period between discovering a business and booking an appointment
- Streamline the internal booking processes with a simple appointment solution

You can show instant value to your clients by helping them get set up with 'Reserve with Google' by getting a steady flow of appointment requests, streamlining operations, and accurately predicting and growing revenue.



**Next: Lock down local data inconsistencies that confuse Google**





STRATEGY 4

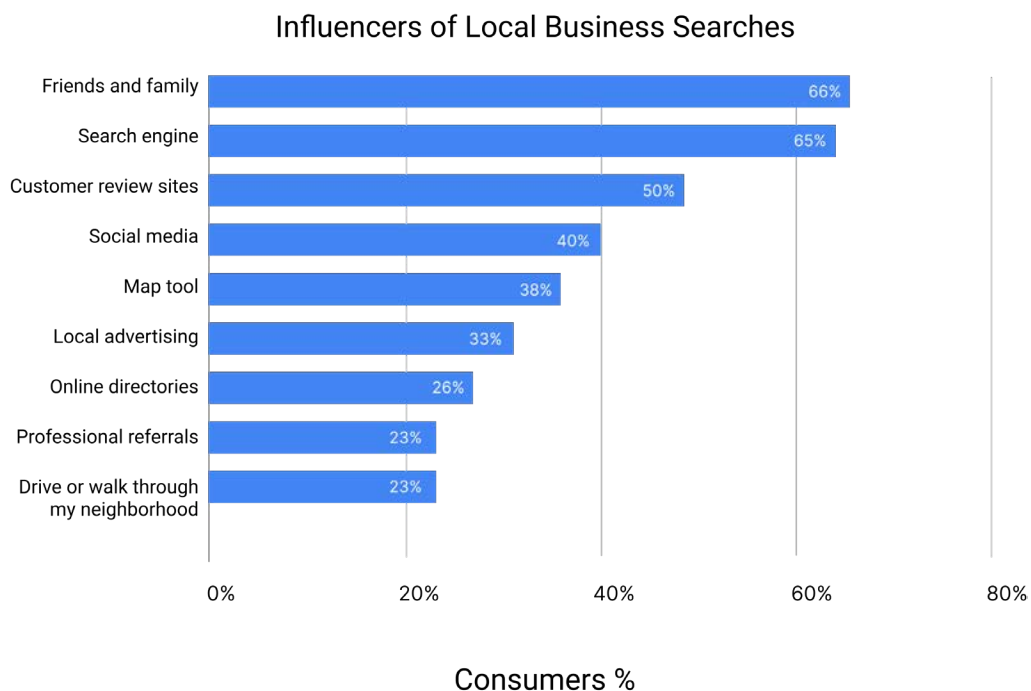
## Lock down local data inconsistencies that confuse Google



Lock down local data inconsistencies that confuse Google

Local listings of businesses on sites like Google Maps, Facebook, and Bing are the key to getting new business. Your clients make it easier for prospective customers to find them when all their [online business listings](#) are current and consistent. This is especially important for consumers discovering their business for the first time.

Birdeye's latest consumer survey highlights the pivotal role search engines play in local business searches. Ranking second in importance, just after recommendations from 'friends and family,' search engines significantly influence consumers' decisions when seeking local businesses.



Source: [Birdeye consumer survey 2023](#)

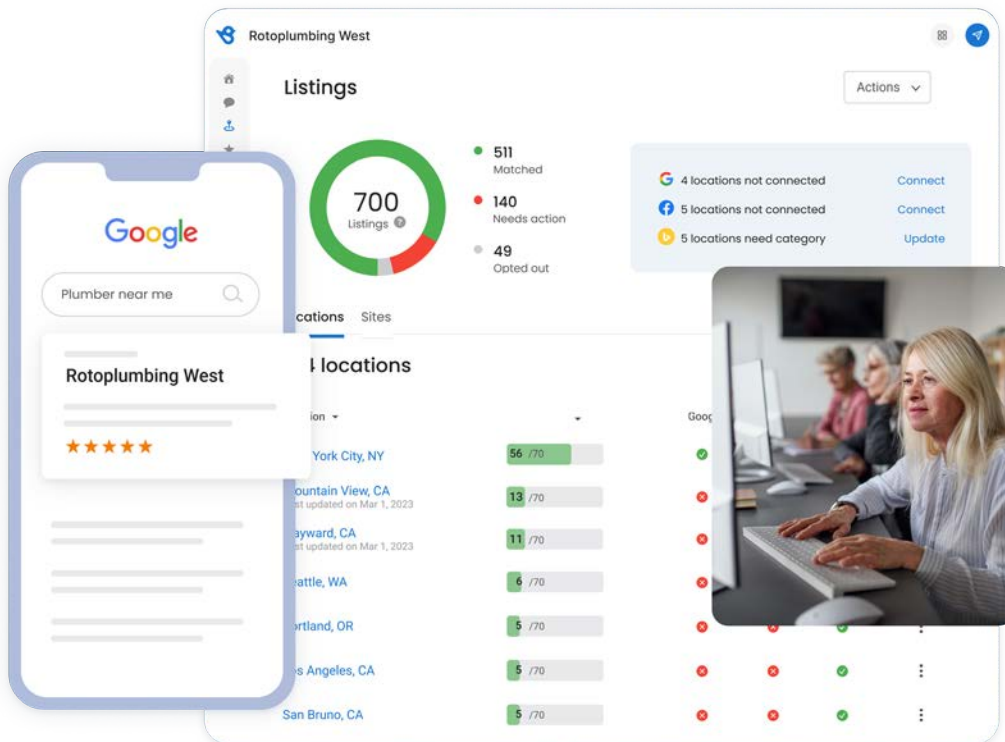
At the heart of this is the company's contact information - Name, Address, Phone Number, or NAP. Ensuring this information is consistently accurate across all the listings for each location is imperative to rank higher on Google and provide a quality experience that attracts customers.

The average number of business listing sites companies are listed on can vary depending on the industry, location, and business size. However, on average, businesses are typically listed on around 50 to 70 business listing sites. Managing and keeping these sites updated at all times manually is time-consuming, and ultimately, the task may fall through the cracks.

Lock down local data inconsistencies that confuse Google

71% of consumers reported having a negative experience because of incorrect local business information found online. This can easily cause you to lose leads, as 80% of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names online.

Centralizing listings management by leveraging technology helps businesses overcome this challenge.



Business listings have also long been a core part of local SEO. From their early dominance of local search rankings to today, where appearing on the core business directories is considered table stakes—the very least a business needs to do to rank.

Ensuring your clients have an accurate presence wherever their potential customers are online can be vital to winning new business.

Lock down local data inconsistencies that confuse Google

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As an agency partner with Birdeye, their products and solutions filled a hole for many of our clients. These products have greatly helped us to support our clients from reputation management, online listing, and client services. With built-in automation, their solutions allow staff to focus on other business items to create efficiency while improving client satisfaction.”

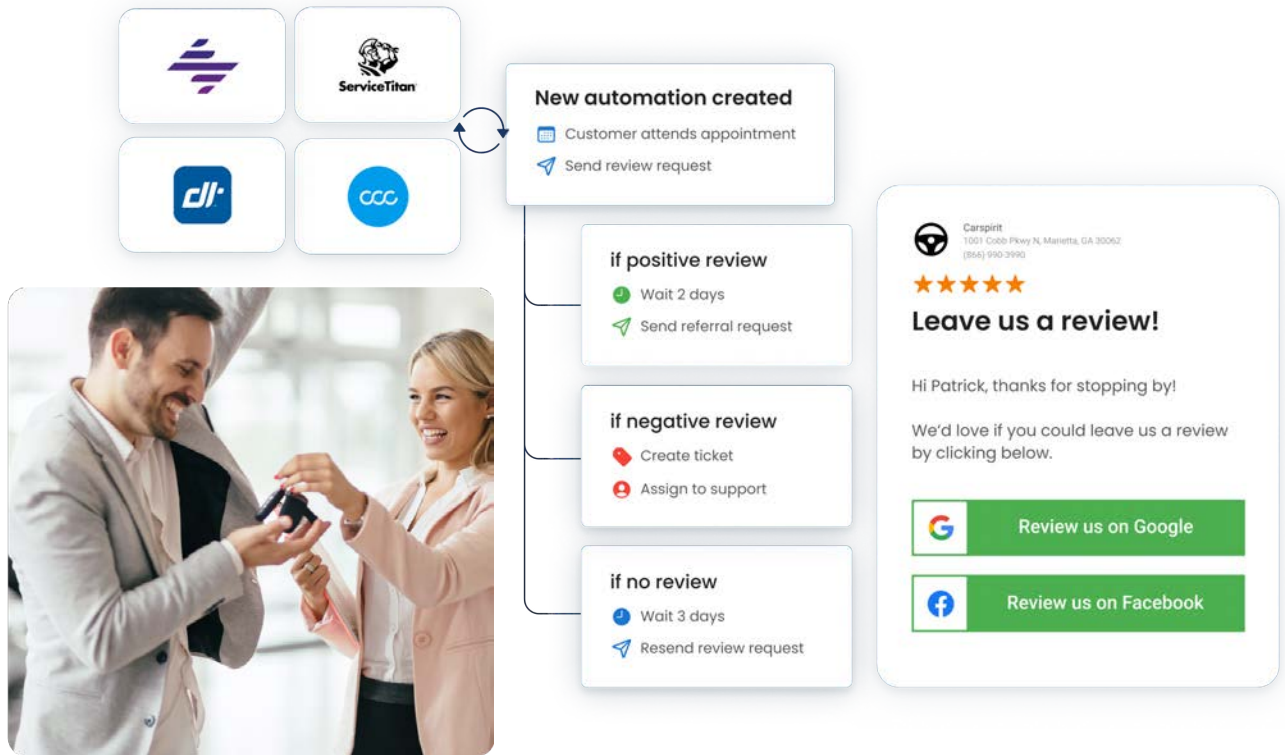
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Wayne Brown

President, Synergy Marketing Solutions



**Next: Empower businesses with automation  
for a constant flow of reviews**



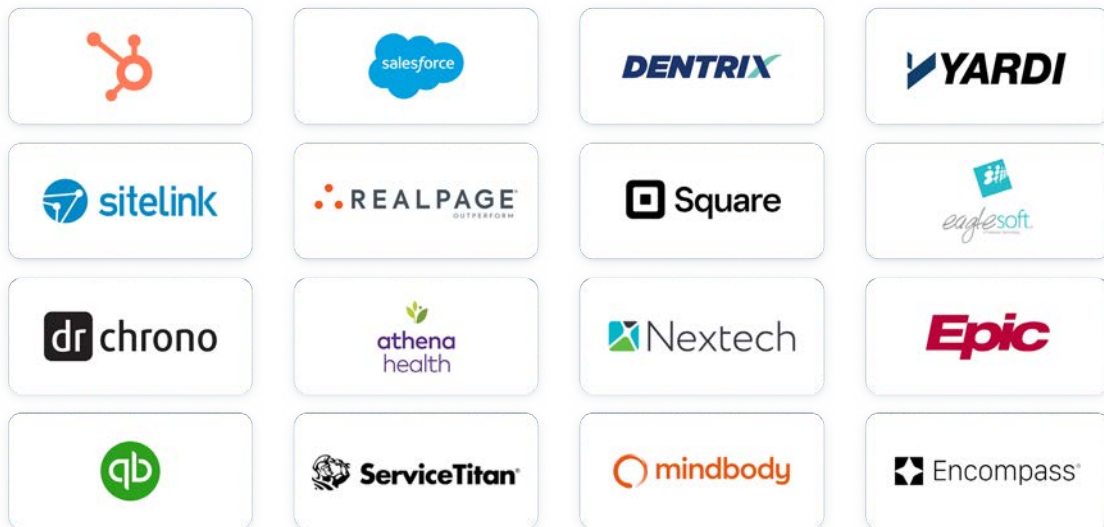
STRATEGY 5

## Empower businesses with automation for a constant flow of reviews

Empower businesses with automation for a constant flow of reviews

In this guide, we have discussed how your agency can enhance its services to existing clients and deliver instant value. The optimal performance of these products is achieved when seamlessly integrated into the company's daily processes.

However, manual management of these tasks on a continuous basis can be both resource-intensive and expensive. To alleviate this burden, automation becomes the key. By implementing automation, your clients can experience a steady stream of customer reviews, and chatbots can efficiently handle website visitor interactions even in the absence of staff.



One effective approach is to [integrate your client's customer management system](#) (CRM, PMS, EHR, etc.) with an all-in-one platform that automates most processes, significantly reducing the need for manual intervention.

Additionally, keeping dashboards and analytic reports up-to-date is crucial, as it ensures that both your client and your agency remain informed and can intervene appropriately whenever necessary.

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“Birdeye’s ability to integrate with a wide variety of patient management systems (PMS) for review generation is exceptional and sets this product apart from anything else we can find. Our clients use a wide variety of PMSs, and Birdeye integrates with nearly all of them. If they don’t they’ll work on finding a solution to bring automation to the system.”

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Thad S

Bullseye Media



**Next: Enable omni-channel lead capture so no lead is left behind**



#### STRATEGY 6

**Enable omni-channel lead capture  
so no lead is left behind**

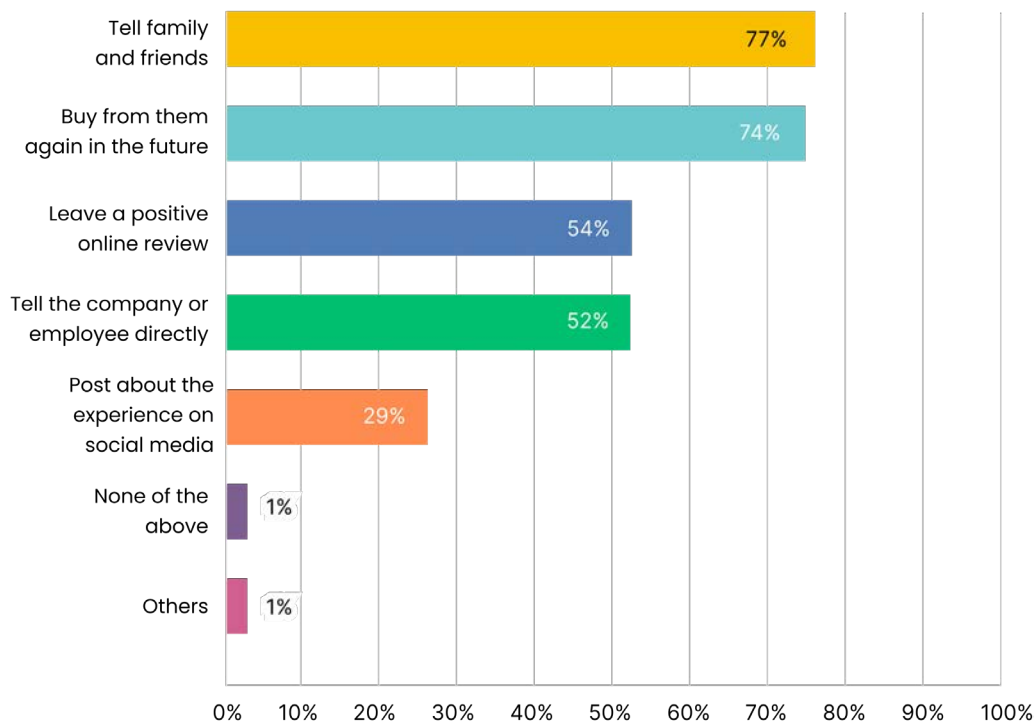


## Enable omni-channel lead capture so no lead is left behind

Prospects and customers interact with businesses through various channels, such as phone, email, text, and social media. However, [managing customer interactions](#) across these multiple channels can be overwhelming. The real risk lies in potentially missing out on sales opportunities if businesses are not easily accessible through digital channels or fail to respond promptly. Ensuring seamless communication across all channels becomes imperative to deliver an exceptional customer experience and maximize sales potential.

Birdeye's consumer study suggests that 54% of customers show their appreciation for a great customer experience by leaving a positive online review. Positive online reputation and word-of-mouth have the power to influence both new and repeat purchases and are great drivers of ROI.

When a local business delivers an AMAZING customer experience, how do you typically response



Source: [Birdeye consumer survey 2023](#)

## Managing multi-channel customer interactions

To manage customer interactions that delight customers effectively, businesses need to evaluate the following core areas:

- **Interactions across multiple channels**

Today's digital customers interact with a brand through various channels like phone, email, social, webchat, messaging, etc., at their convenience. Even if they swap between channels, they view their conversations across these mediums as one single interaction. For customers, your client's brand is a single entity, and changing the mode of communication should not result in losing the context of previous interactions. Thus, your client's business needs to be present across all relevant channels and should be able to manage interactions in a seamless, omnichannel manner.

- **Maintaining cross-functional data synchronization**

Whether it is sales, customer support, or account management, how businesses manage their customer interactions across departments is key to retaining and increasing the customer base. Consumers typically interact with different departments as they navigate the buyer's journey. It is your client's responsibility to ensure that all the information regarding their queries and feedback is visible to respective teams in a cohesive manner. Ensuring data transparency gives better insights to help relevant teams deliver personalized service and identify upselling and cross-selling opportunities.

- **Empowering your client's team to deliver better interactions**

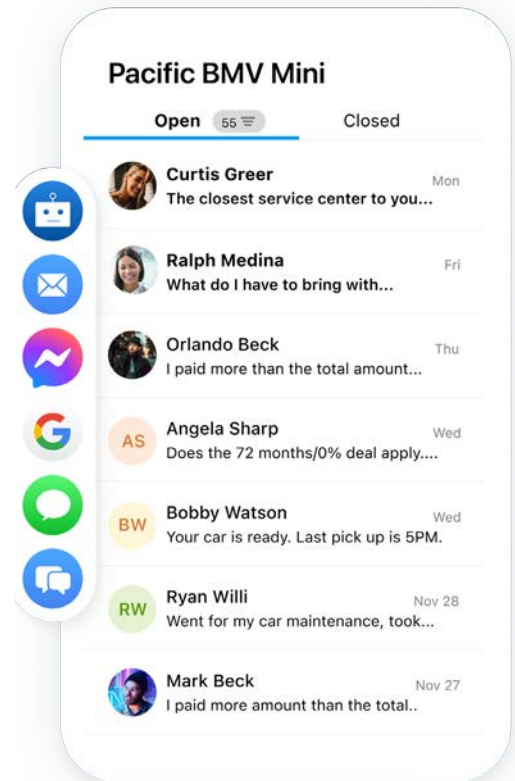
Managing multiple inboxes has become a harrowing task for even the most robust teams. Toggling between multiple channels hampers productivity and deteriorates the quality of customer interactions. Your client's team should be equipped with the right tools that reduce the complexity of accessing customer interactions and delivering better customer experiences.

Customer Experience software centralizes all of these channels into one Inbox, enabling your client's team to craft the perfect response for every customer interaction, centralize customer communications, and engage teams across the company to deliver a winning customer experience consistently.

Enable omni-channel lead capture so no lead is left behind

Personalized interactions are paramount to providing high-quality customer experiences as more consumers engage on digital channels. Centralizing customer interactions breaks down internal data silos and allows your client's teams to create consistent, personalized experiences at every touchpoint.

- Increased automation
- Better up-selling and cross-selling opportunities
- Seamlessly audit all present and past customer conversations
- Optimize customer service
- Quickly identify and resolve customer issues



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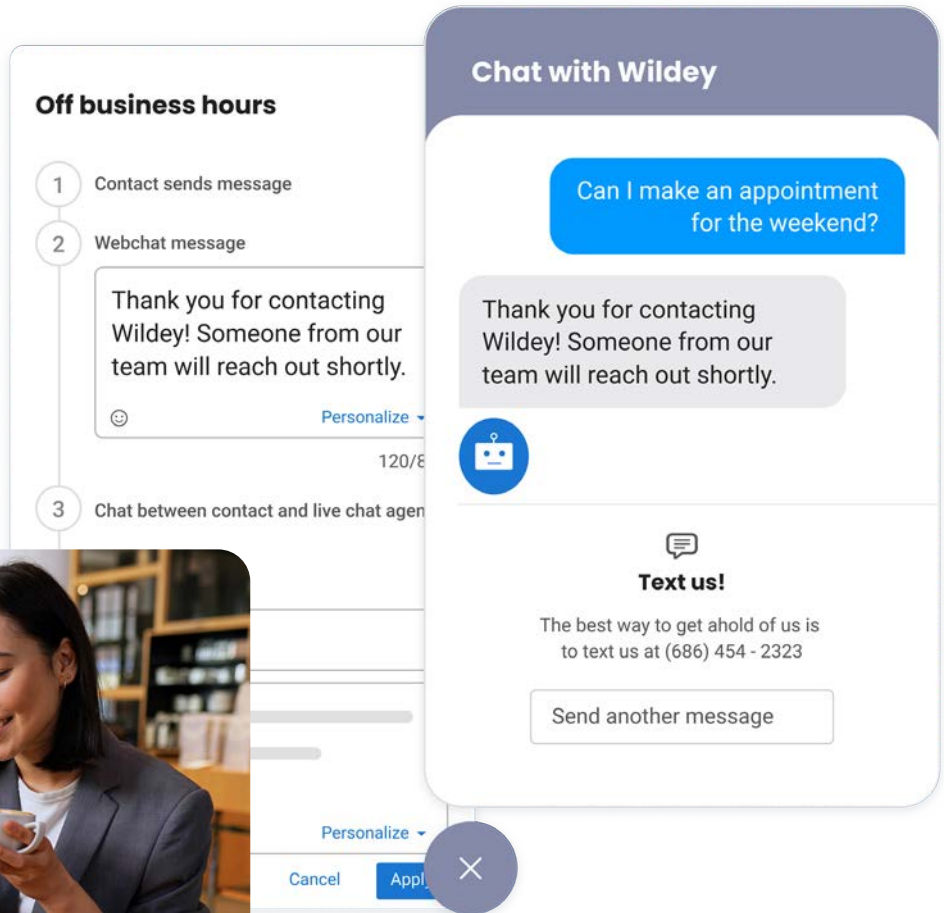
**“The ease of use is one of the best features other than the integration to different POS systems and Google Analytics within the Birdeye dashboard is awesome, and Inbox is one of my favorite features”**

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Yash Patel  
BeCreative360



**Next: Transform website visitors into leads with the combination of live chat and chatbots**



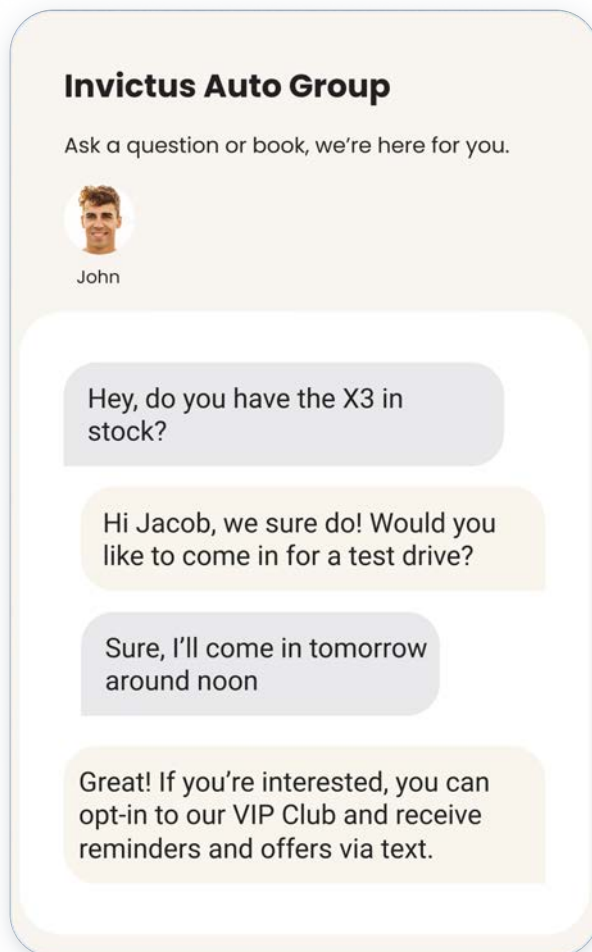
### STRATEGY 7

## Transform website visitors into leads with the combination of live chat and chatbots

Transform website visitors into leads with the combination of live chat and chatbots

Your client's business can have a stellar online presence, tons of website traffic, and a click-through rate any marketer would envy, but without the right tools, they may not be capturing as many online leads as they could.

If a consumer has a question, they will likely visit your client's website to engage with a team member via [Webchat](#). 41% of consumers expect some sort of instant chat functionality on business websites. That means if your client's website isn't equipped with chat, they leave money on the table.



Webchat has the highest consumer satisfaction rate of any channel at 92% because it offers instant responses to inquiries. Your client's business can provide website visitors with 1:1 personalized service as soon as they enter their website, vastly improving the likelihood of conversion. Webchat leads to a 48% increase in revenue per chat hour and a 40% increase in conversion rate.

Transform website visitors into leads with the combination of live chat and chatbots

Under the Webchat umbrella, there are two ways to engage with website visitors.

- **Human-to-human interaction**

Meaning an employee of your client's business, such as a sales or service rep, chats with the visitor reaching out over your Webchat platform.

- **Chatbot**

A chatbot helps to manage real-time interactions on your website with visitors without the need for a rep. Chatbots can interpret the needs of a visitor and point them in the direction of the solution as well as answer FAQs and provide basic support (e.g. office hours, order status, website navigation, etc.)

With webchat, your client can capture leads from website visitors, qualify them, and quickly move them along the sales funnel. By helping to shorten the sales lifecycle, you can show instant value to your client with webchat.



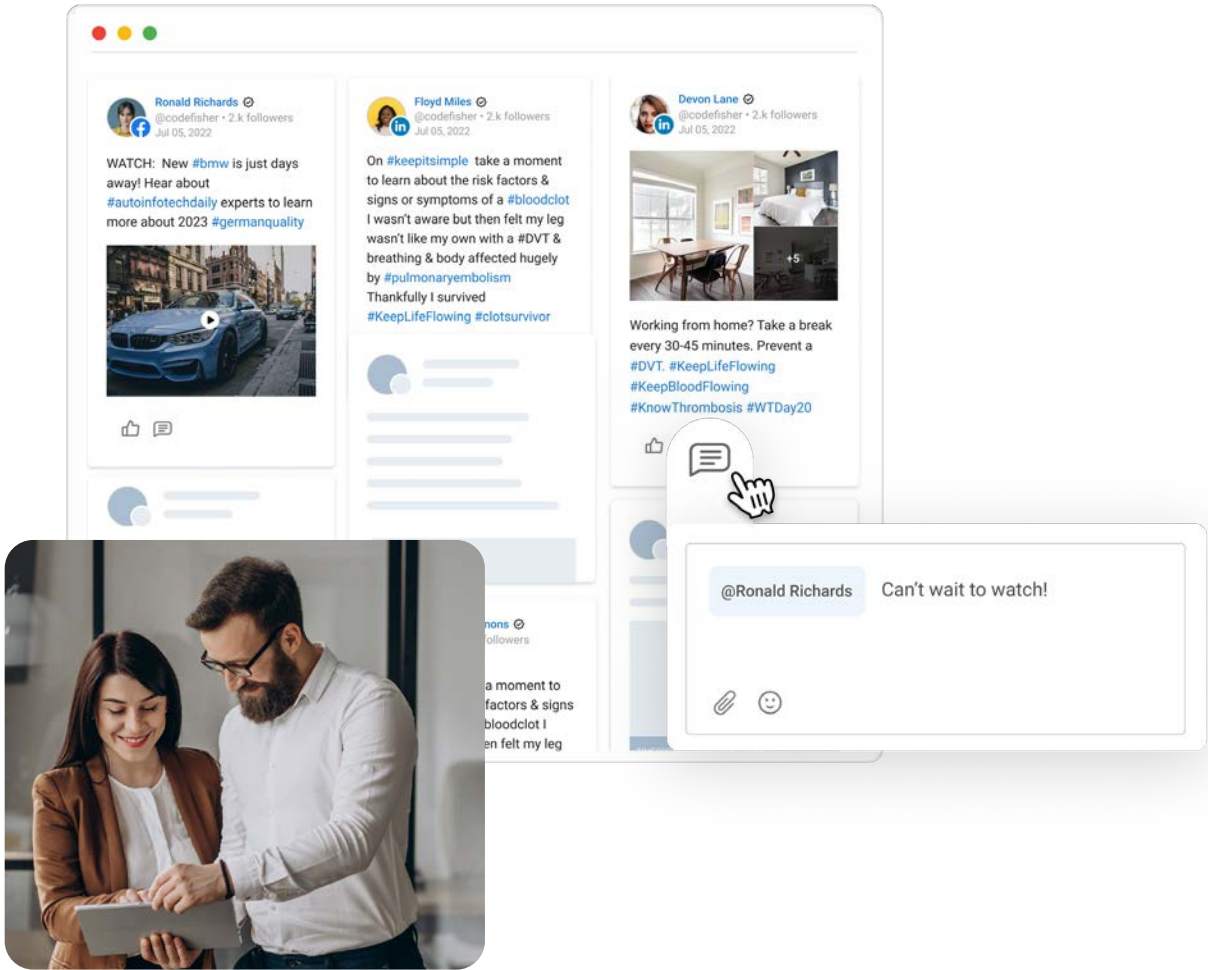
**We use Birdeye to help clients grow their presence and online reputation through strategic solutions such as; webchat, review integrations, social integrations, surveys, referrals, inbox, and messaging! A whole suite of products to help a variety of business needs. We have thousands and thousands of clients in Birdeye and run campaigns frequently for a variety of needs.**



CGI



**Next: Engage with social audiences in real time to capture actively engaged consumers**



### STRATEGY 8

**Engage with social audiences in real time to capture actively engaged consumers**



Engage with social audiences in real time to capture actively engaged consumers

Social media has emerged as a prominent channel for brand awareness, lead generation, and customer engagement. It enables businesses to connect and engage with prospects and customers across different geographies while maintaining a unified brand image.

Even multi-location businesses with little or no local presence can leverage local [social media marketing](#) to establish a cohesive reputation in their local markets. While this is true, managing social media for multiple locations poses significant challenges. On the one hand, you want to maintain a cohesive brand identity across your client's locations. And on the other hand, you want to reach out to each location's customer base and connect with them personally.

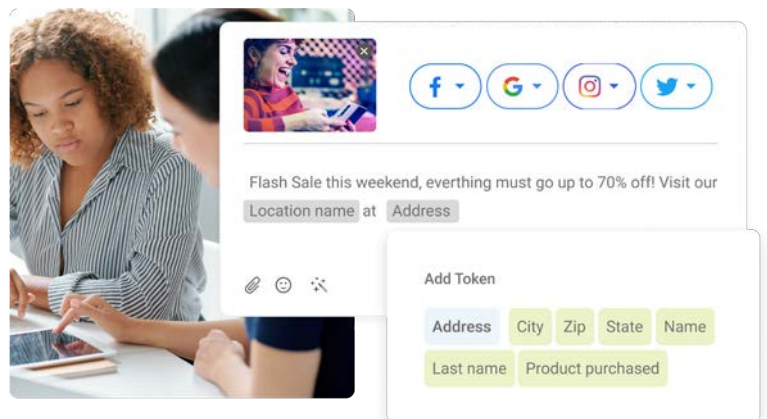
### Key challenges faced by multi-location businesses when managing social media channels

- Bulk social media content creation
- Maintaining a consistent brand voice and messaging
- Posting personalized content on multiple locations efficiently
- Managing engagement and feedback for multiple locations

These challenges can be easily overcome by investing in social media software designed specifically for multi-location businesses.

- **Publish everywhere all at once**

Turn one post into hundreds. From a single dashboard, create, publish, and manage business posts for each and every location and channel — Facebook, Instagram, Twitter, Google, LinkedIn, and more.



Engage with social audiences in real time to capture actively engaged consumers

- **Social built for local**

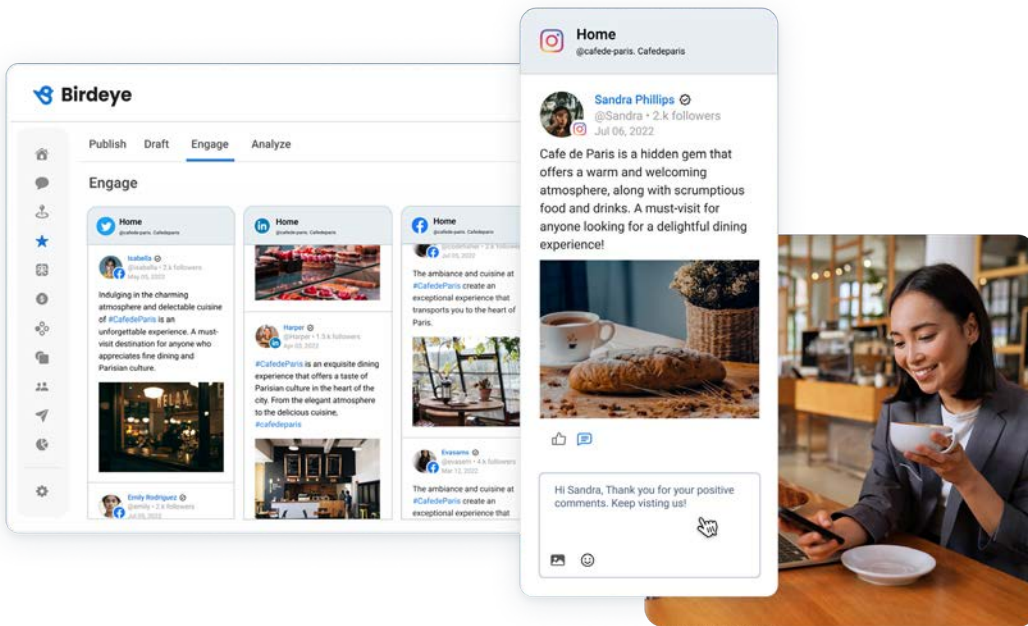
Personalize your posts with relevant and unique details for each business location, such as address or phone number

- **Create and post engaging content in bulk**

Create engaging content with images, emojis, hashtags, and links. Accessing a built-in visual editor to customize your design with ease.

- **Schedule posts in advance**

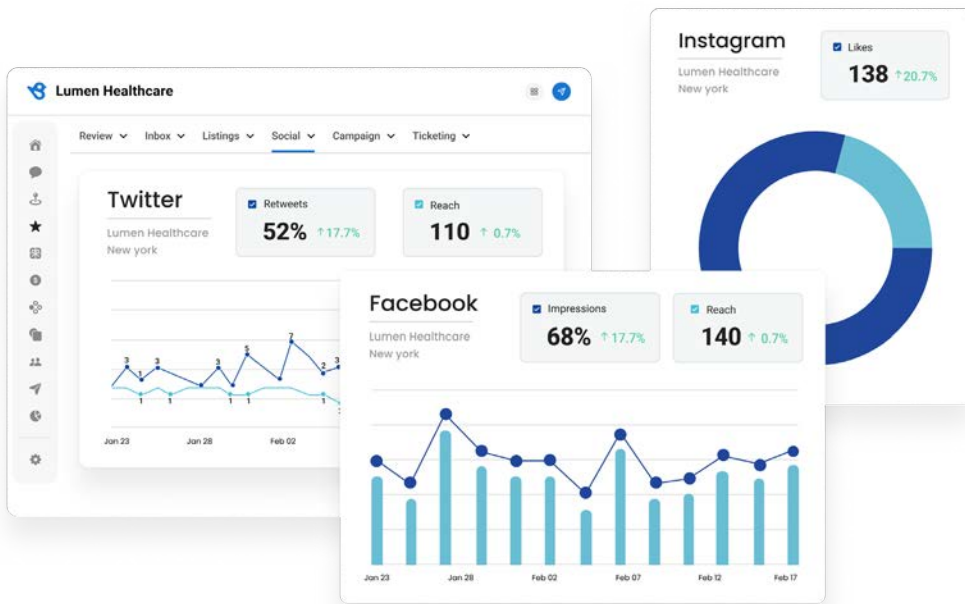
Schedule posts well in advance of a desired date and time in your local time zone to maintain a steady stream of quality content.



- **Engage easily with followers**

Track and view all likes, comments, shares, and reactions in one place and respond immediately from a centralized dashboard.

Engage with social audiences in real time to capture actively engaged consumers



- **Track performance across channels and locations**

Create custom reports that compare social performance across locations and regions – uncovering insights to optimize social strategy. Measure social reach and audience engagement by channel and location over time to uncover trends and opportunities for improvement.

By providing a comprehensive social media management platform to your clients, you can set them up for success on social media.

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The fact that I can plan social media posts months in advance, get all of my messages from different sites all in one place, and survey employees and clients, is reason enough to use them. I would just go with them for that alone!

//

Laura Cousins  
Spa Atlantis



**Next: Summary**

## Summary

In this guide, we've revealed 8 powerful strategies to help your agency scale and minimize churn in 2023. From managing online reviews and optimizing customer interactions to leveraging webchat and social media, these proven tactics will set your agency on the path to growth and success. By incorporating innovative SaaS solutions and embracing automation, you can streamline operations and provide an exceptional experience for your clients and their customers. Stay ahead of the competition and secure long-term success for your agency with these actionable tips.

## Partner with the most trusted reputation and customer experience platform

- Birdeye is trusted by 750+ top agencies and powers over 100,000 businesses.
- Birdeye is the #1 comprehensive Experience Marketing platform trusted by large digital agencies.
- On average, businesses receive 350% more reviews each year with Birdeye.



## Want to start scaling your agency today?

- Manage reviews, social media, customer conversations and surveys from one central place within Birdeve.
- Seamlessly add Birdeye's all-in-one platform to enhance your SEO and SEM solutions to increase your revenue per client and improve client retention.
- Automate customer experience at every touchpoint with 3000+ applications that Birdeye integrates with.



Watch demo

See pricing



Visit us at

[birdeye.com](https://birdeye.com)



Give us a call at

**1-800-561-3357**

Ext. 1



Send us an email at

[sales@birdeye.com](mailto:sales@birdeye.com)

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