

Reputation Management Inclusions Comparison

	Potent GMB	Potent REP	
		Self Managed	Managed
Monthly Price per Location	\$55	\$110	\$195
Weekly direct debit option	\$12.5	\$25	\$45
Review Acquisition (1st & 3rd Party)			
Link to Request Feedback	Link to GMB	✓	✓
Email Requests			✓
Reception (iPad) Requests			✓
SMS / Text Requests			300
Bulk Requests (uploaded by Potent)			✓
TextBack			✓
Survey Questions (managed / updated by Potent)			✓
Review Management			
Google Review Monitoring	✓	✓	✓
Facebook Review Monitoring		✓	✓
Tripadvisor monitoring			✓
Houzz monitoring			✓
Yelp monitoring			✓
Zomato monitoring			✓
Google Q&A Monitoring			✓
Twitter Monitoring			✓
Google Review Replies	✓	✓	✓
Google My Business Posts	✓	✓	✓
Copywriting for GMB Posts	+\$220 p/m	+\$220 p/m	+\$220 p/m
Site Integration			
Reviews Page (select reviews to display)	Testimonials page	✓	✓
Reviews Pop-up (select reviews to display)		✓	✓
Reviews Badge (display avg rating)		✓	✓
Product or Service Pages Reviews (filtered & displayed on a specific page)			✓
Google Search Stars (on selected pages, dependent on 1st party reviews)		✓	✓