



# CHAMBERWEST PRESENTS

## LUNCHEON SERIES

**Thursday, August 22, 2019**

**11:30 a.m. – 1:00 p.m.**

**Utah Trucking Association**

4181 West 2100 South, West Valley City

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## ONLINE REPUTATION MANAGEMENT: HOW DOES YOUR BUSINESS LOOK ONLINE?

According to Forbes, 97% of consumers use the internet to find a local business. Marketing companies estimate that 89% of purchases made by US Consumers are highly influenced by online reviews and ratings.

Your business is deeply affected by your on-line presence. During this luncheon you will learn how to:

- Increase your reputation as a business
- Successfully navigate through managing your online reputation across the various platforms
- Gain positive reviews consistently by identifying ways you can entice your current customer base to leave good feedback for others to see

When your consumers search for your business online, they care about what they find. Are your reviews outdated? Are there enough reviews to make an informed decision? How do you respond to negative comments?



**PRESENTER:**

**KARSTON WATKINS**

LifeTree Local Marketing

*Karston has been passionate about marketing for the past 15 years. He has helped multiple local businesses rank consistently in the top spots on Google. When he isn't glued to a computer screen, he spends time hiking, learning American Sign Language (ASL), and traveling with his wife, Erin, and their dog, Max. He is currently working on a tool that helps businesses get more Google reviews.*

**\$20** for ChamberWest Members with advance registration by August 19th or **\$30** for non-members or for members after August 19th