

IIA - 8 More Ways to Sell More Stuff

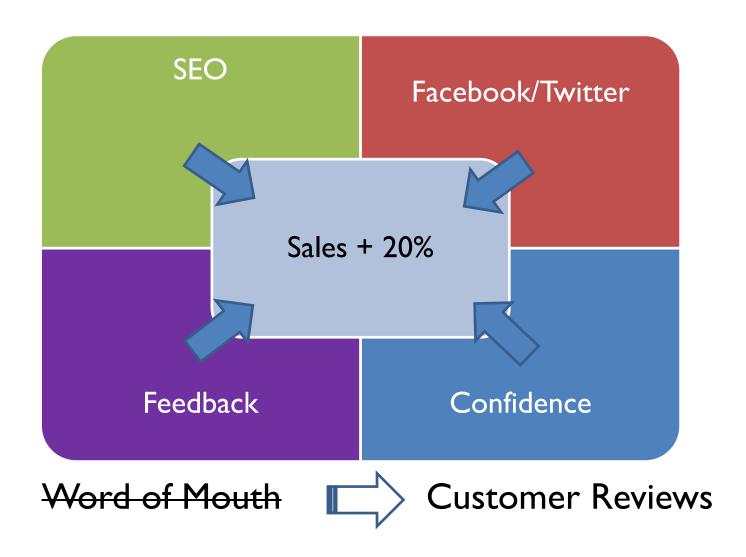
Great Content to capture customers

#### It's about far more than this





#### **Customer Reviews**



## Maybe They'll All Go Away



#### It's 2011

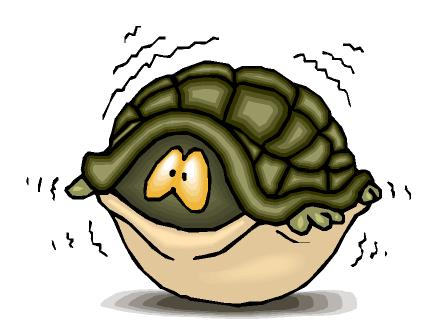
# **Enable The Conversation**

If you don't give your customers the opportunity to talk about you on your site, they will do it somewhere else.



## $\sqrt{}$

#### The Fear





ikeshite 
Newcastle,
United Kingdom
1 contribution

#### "Worst Customer Service Experience in 35 Years!"

**©** 

Date of review: 14 Dec 2010

By far and away the worst customer servce I have ever experienced in 35 years of Business & Lesuire travel. Booked in advance and 'treatment from booking-in to checkingout was dreadful! Made to feel like second class citizen! Had to queue at end to checkout... in long list of complaints from others .. awful! never again - cant rate this...

more +

Report problem with review



#### **Audience Reviews**

Read Reviews (89)



(4.9/5) based on 89 reviews

by **Joyce Devine** on Feb 28th 2011 03:02

I'd love to see you in person some day, too bad you never dance in PA. I have a couple of vcr tapes, but do not have a vcr anymore, I do have a cd player though. I love to watch the tap dancing you are all very gracful and in order. I think it would be my dream to someday come and watch all of you. Joyce Devine, Exton, Pa.



by MicahBellyD on Feb 26th 2011 19:47

As a dancer, watching your show was not only one of the most breathtaking and exhilirating experiences of my life but also one of the most inspiring. I was blown away by the syncopation, the personality and the absolutely incredible ENGERY that emanates from the stage. There is a passion behind Riverdance that is more than just a love for the dance; it is a living, breathing performance that stays with you long after you have left the theatre.







## **V**

### The Reality







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Delivery

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#### Home

Search...



Plug Plants New

Garden Ready Plants
New

Super and Jumbo Ready Plants **New** 

Bulbs Tubers and Corms

Shrubs New

Perennials New

Roses

#### **Customer Reviews**

#### read reviews (61)



1 (5.0/5) based on 61 reviews

by Mr D, Shropshire on Feb 22nd 2011 12:08

With your plants in our front garden last year, we recieved a silver award in our local gardening competition. Many thanks!



by Mrs A, Devon on Feb 22nd 2011 12:07

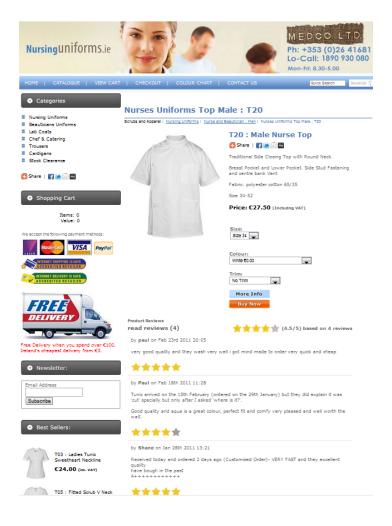
I feel I must thank you for the beautiful plants, they arrived in perfect condition- moist, fresh and healthy. Thank you for taking so much care - also the free postage. I am a very grateful customer





Telephone: 021 437 2917 Email: info@puddleducks.i













#### Information Pages

#### Home

Who are we?

Why use us?

How does our service work?

Restrictions on what we can deliver

Terms And Conditions

DHL

DPD

Home Delivery Network

Parcelforce Worldwide

Enhanced compensation for Parcelforce deliveries

Frequently Asked Questions

Customer Service Centre

Packaging guidelines

Track parcel delivery

#### Parcel delivery service

As a UK registered parcel delivery and courier service we are able to provide a practical range of solutions to both members of the public and those in business who require a door to door parcel delivery service from addresses in the UK to most destinations in the world. At Parcel2ship we use only the best international parcel courier firms including Parcelforce, DPD and DHL as our international delivery experts of choice. As well as being able to offer affordable UK mainland parcel delivery services such as Parcelforce 48 to anyone wishing to send a parcel to UK residential and business addresses, we are also able to provide reliable overseas and international delivery services including Parcelforce Worldwide delivery which can be arranged with the greatest of ease using our web site.

Don't just take our word for it though, check out latest comments below from customers:

#### parcel2ship | book 30kg parcel delivery to france for only £...

\*\*\*\* thanks very much this service is so easy to use what you see is what you get great

parcel2ship | book 30kg parcel delivery to germany for only ...

i found it very easy to place the order and the service is very reliable. definetely recommend this!

#### parcel3 ltd t/a parcel2ship online catalogue

service and highly recomend thanks

have used parcel2ship on a few occasions now and can totally recommend them, excellent service.

parcel2ship | uk | send parcel to united kingdom | home deli...

hi found this courier to be ideal quick cheap and easy to use

parcel2ship | uk | send parcel to united kingdom | home deli...

excellent service would throughly recommend h.oner









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## **/**

#### Good + Bad = Real



by Conor on Jan 25th 2011 11:06

It's great to see this service back! All in all, it's generally a very pleasant crossing.

Pros: Staff are very accommodating and pleasant, Ship is very comfortable & now I don't need to get up at ridiculous hours in the morning to make it to Rosslare for the morning ferry!

Cons: I find the restaurant to be a little bit too pricey. The power sockets are European! If I was made aware of that the first time I could have put one in my luggage but I had to buy one on board because I didn't know!

I will definately continue to use the service.



by D P Edwards on Jan 24th 2011 13:51

Travelled out Swansea - Cork on 29th Dec2 010 Returned Cork - Swansea 2nd Jan 2011

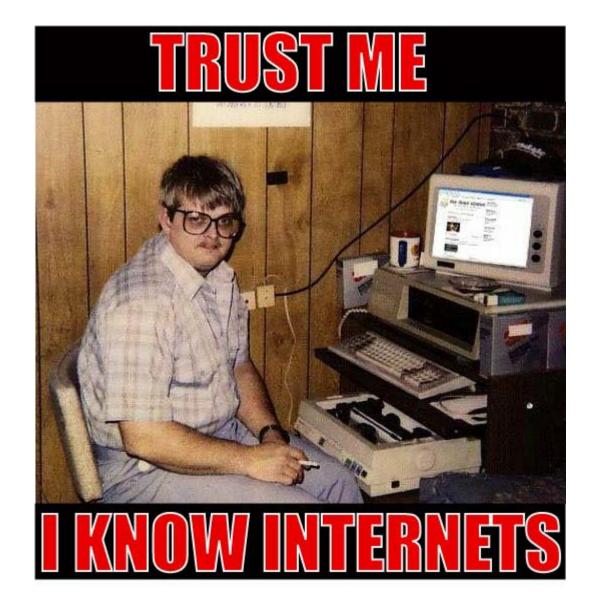
Both very quiet crossings with 300 - 500 PAX Weather and sea conditions very calm and smooth

Good points: Booking process very easy, price ok, a la carte restaurant food and service excellent, staff very friendly, bar area excellent,

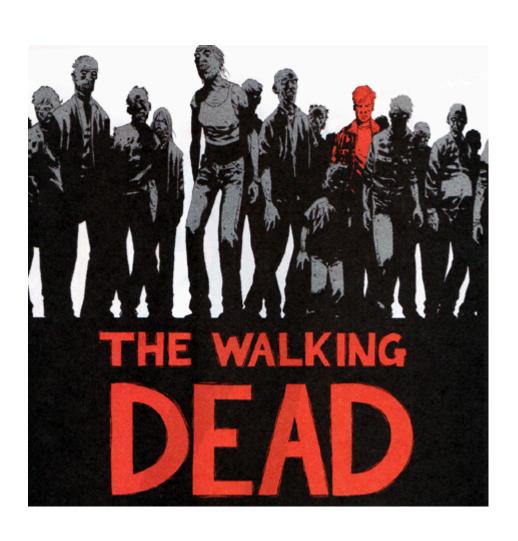
Bad points: Pullman seats very dirty, headrests very greasy. Slept on floor as this was cleaner!



## Authenticity



## Halloooo, Anybody In?



#### The 1990s was a long time ago



#### This is a site with No Reviews





#### This is a site with Reviews



annnddddddd



## This is a site with Social Reviews V





#### Your Customers on Facebook



## $\checkmark$

#### Your Customers on Twitter



I wrote a ★★★★★ review of http://www.klipsch.com/na-en/products/forte-ii-overview/ Forte II Floorstanding Speaker

27 Sep via Klipsch Reviews ☆ Favorite ☎ Retweet ♠ Reply

#### You on Facebook



Fastnet Line Due to the current adverse weather conditions Fastnet Line regret to inform sailing, November 11th, from Cork and tomorrows sailing, November 12th, from Swansea and will be Saturday November 13th from Cork to Swansea at 2000hrs on Thursday

Wall

Info

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Add to my page's favourites

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Fastnet Line operates the Swansea to Cork route car ferry to Southern Ireland from Swansea, South Wales in the UK. Irish Bookings:

+353 (0) 21 4378892 UK Bookings:

+44 (0) 844 576 8831

#### Information

Founded: 2009

Read all our recent reviews here. They have an average score of 4.3

Fastnet Line, Swansea to Cork Ferry



from shar on 2010-11-02 16:57:20

My partner and I use the fastnet line ferry several times a year as we visit family in the UK. We like using fastnet line. It is a very good service. There is normally a good warm welcome on arrival. The ship is dean and comfortable and the service in the fastnet restaurant is especially good and to be commended with excellent attentive staff and very good quality food. Some constructive criticism would be to have either firmer pilows or at least 2 pillows per person available in the cabins. My partner and I have to ask for 2 extra pillows every time we travel as the pillows are too soft and no support for our necks! It is a minor criticism but still a good's night sleep is important factor for us in deciding whether to take a ferry or not in our frequent trips to the UK. Overall -well done on providing a very good service!

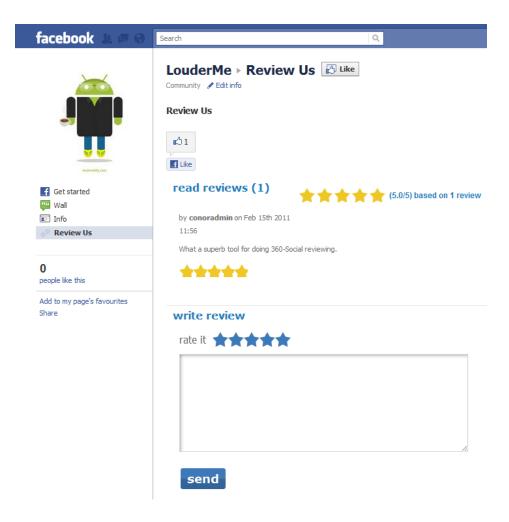
Fastnet Line, Swansea to Cork Ferry



\*\* from Peter on 2010-10-31 15:10:43

Great to have a ferry back to travel from cork, instead of having to travel to rosslaer. It would be good if we could pay with an irish debit card instead of a credit card. Friendly helpful crew both on board and at the ports.

## Full 360 Reviewing & Places Too!





## **V**

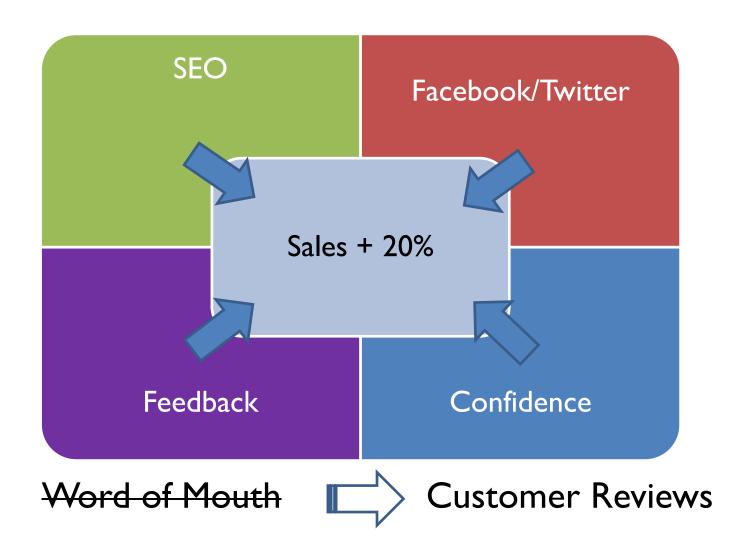
# Social Network Optimisation

Watch this space

## Obligatory Industry Stat

Influence of Online Reviews, Summer 2010 % of US internet users	
Read product reviews	92%
—of which, influenced to purchase	46%
—of which, deterred from purchasing	43%
—of which, decisions were unaffected	3%
Source: ChannelAdvisor, "Through the Eyes of the Consumer: 2010 Consumer Shopping Habits Survey," Aug 31, 2010	
119679 www.eMarke	ter.com

#### Reminder





#### **Great Content?**

The greatest content you can put on your site is the voice of your customers.



Amazing service! We are under 18 inches of snow in Wicklow, my order was sent yesterday and arrived today, immediately opened and donned for a spot of belly sliding in the snow.

- Carol, Co. Wicklow

# Let your customers do the selling for you.

#### Contact

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