

**HELP YOUR
MEMBERS
MAKE **SMARTER**
WORKPLACE
BUYING
DECISIONS.**



100REVIEWS.COM

WHAT KEEPS YOUR MEMBERS UP AT NIGHT?

By now, this question may be a bit cliché, but you know exactly what keeps members up at night, because it's the same thing that occasionally keeps you up at night: **the fear of making a bad buying decision at work.**

Just like you, occasionally your members are tasked with making major workplace purchases. These buying decisions are stressful because they can be expensive, time intensive and cross many departments. **If it turns out to be a poor decision, there could be serious consequences.** This all adds up to an experience that causes many of us to lose a little shuteye, right?

Savvy buyers know that sales reps, reference clients, and materials produced by the vendor are biased. So, to help us make informed buying decisions, we seek out vendor reviews from our peers.

This may come as a surprise, but **your association is perfectly positioned to seize an opportunity to provide unexpected new value to members, and earn non-dues revenue** by capitalizing on the convergence of three trends around workplace recommendations.



THREE CONVERGING TRENDS THAT SHOULD HAVE EVERY ASSOCIATION EXECUTIVE SIT UP AND TAKE NOTICE

TREND #1

Online reviews
are ubiquitous.

TREND #3

Above all other
sources, buyers value the
recommendations of
fellow association
members.

MILLENNIALS

ONLINE
REVIEWS

ASSOCIATIONS

TREND #2

Millennials' buying power at work is increasing,
plus they rely on recommendations
more than any other generation.

*The 100Reviews platform is
engineered to capitalize on
the convergence of these
three trends, enabling your
association to empower
members to make smarter
workplace buying decisions.*



TREND #1

Online reviews are ubiquitous.

On an annual basis, **97%** of consumers read online recommendations before making a purchase. In other words, nearly everyone looks at reviews before making buying decisions.

92% of consumers say they trust online reviews as much as a personal recommendation. But only 9% of consumers will actually take the time and effort to ask for recommendation from a friend or family member. Reading online recommendations is far more convenient.

Online reviews are **12x** more trusted than advertising and other media created by businesses. The bottom line is that reading reviews is habitual for the overwhelming majority of today's consumers — who also happen to be your members.

TREND #2

Millennials' buying power at work is increasing; they rely on reviews more than any other generation.

Millennials now make up the **largest generation** in the workforce. Their influence will only increase, as the youngest millennials are still under age 18, and have yet to enter into the workplace. As other generations retire, millennials are increasingly becoming the business world's decision-makers.

Research also concludes that generations Y and Z are twice as likely to consider online recommendations when making buying decisions, and **80%** of millennials say they won't buy anything new without first reading online reviews.

The expectation to read reviews at work will only increase as millennials are expected to comprise **more than 50%** of the workforce by 2020.

TREND #3

Above all other sources, buyers value the recommendations of their fellow association members.

In July 2017, the Journal of the Academy of Marketing Science published a peer-reviewed study out of Wake Forest University. The research concluded that B2B buyers prefer to seek out reviews through sources supported by professional and trade associations.

Think about your association's meetings. You've probably witnessed your members **commiserating or sharing opinions at your events and trade shows.**

Additionally association members **request recommendations through online discussion forums.**

The research proves that members trust and find more value in the association's online community than that of open communities such as LinkedIn, Facebook and less exclusive sites.

EMPOWER YOUR ASSOCIATION'S MEMBERS TO MAKE SMARTER, DATA-DRIVEN, WORKPLACE BUYING DECISIONS.

Think about the most significant product and service providers in your industry. Do your members have a single place they can go to see a list of vendors, and read reviews about those vendors? No? Your association is in the perfect position to provide this important resource for your members.



FEATURES



REVIEWS

Ask whatever you want, in whatever order you want, on your questionnaire. Display your collected reviews in a familiar format.



USER PERMISSIONS

Members are automatically placed in the appropriate security roles, but you can manually move them if needed.



NOTIFICATIONS

Email notifications draw members and vendors back to your site. All notifications can be configured.



RESPONSIVE

The 100Reviews platform is mobile-responsive out of the box, allowing you and your members to engage on the go.



ANALYTICS

Use our built-in reports and Google Analytics to understand trends and opportunities in your review site.



CONTENT

Use our powerful, built-in CMS to create unlimited pages, blog posts, and web forms.



LISTINGS

Categorize and apply custom fields to your listings to help your members zero in on vendor listings that meet their needs.



ANONYMITY

After verifying the reviewer's identity, their review can be published with or without their profile name.



RISK MANAGEMENT

By default, all reviews are held for approval by the site administrator before publishing.



APPEARANCE

Use the visual settings to align your site with your brand. The CSS injector provides even more options.



IDENTITY VERIFICATION

Have more confidence in the reviewer's trustworthiness with built-in e-mail verification processes.



E-COMMERCE

Collect online payments from sponsors, or allow non-members to access reviews by paying a subscription.

WHO IS 100REVIEWS?

100Reviews is a product of The Review Society, a free membership organization dedicated to the science, business and ethics of online reviews.

TERI CARDEN, Founder and CEO

is a yoga-pants-wearing, girl geek in normal girl's clothing. After several years of experience sitting behind the multiple screens at her association marketing and technology gigs, Teri answered a need for associations by building ReviewMyAMS.com, a trusted site for executives to provide end-user reviews of their association management systems (AMS). Teri still manages ReviewMyAMS all while tackling the day-to-day of developing the 100Reviews platform, managing the digital and marketing teams and sharing the story of 100Reviews at conferences all over the US.

Ally Welch, Content Strategist

A proud Colorado native with more than 16 years' experience as a professional writer, Ally uses her mad writing skills to generate 100Reviews blog content, and prides herself on optimizing that content using her SEO prowess. When she's not strategizing the 100Reviews posts, she's busy running her own small business, OutWrite Solutions, and striving to be the best single mama she can be to her biggest "little" fan, her daughter. Ally has been with 100Reviews since it's start and is an integral part of the team.

Elizabeth Baranik, CMP, Social Media Strategist

Elizabeth loves to tackle all the 100Reviews social media and public relations campaigns. If you have questions about any of the good mojo 100Reviews is spreading through social media, e-marketing, and media relations, Elizabeth is your woman. Elizabeth proudly earned her Certified Meeting Planner credential and is quite experienced in the association planner and technology worlds. Elizabeth is considered an indispensable part of the 100Reviews team!

GOOD STEWARDS

Our careers have evolved around the association community. We're active givers to association foundations, speak pro bono for industry events and are members of at many national and state associations. We've provided scholarship funds to budding professionals and simply love being around other association geeks.

REVIEW SOCIETY LEADERS

Our team is actively involved and founding members of the membership organization dedicated to the science, business and ethics of online reviews, The Review Society. We're constantly reading research, providing content and connecting with leaders in the review economy.

THE NAME

We're often asked about our name. Getting to one hundred reviews is a significant milestone that creates momentum worth paying attention to and worth sharing. With the help of a professional analytics team, we've also learned that 10 reviews on 10 different listings hits the bull's-eye for critical mass and qualifies that data for trend assessments and competitive analysis.

100REVIEWS HQ

We're located in Mount Juliet, Tennessee, a suburb of Nashville. If you're ever in our wonderful city, we'd love to take you to our favorite haunts!



GETTING STARTED

LET'S DO THIS

Just say when. You can have a beta site set up within 48 hours. There's a one-time, up-front implementation fee. Once you're officially live, there's a monthly service fee. Keep reading for more.

IMPLEMENTATION

There are three phases to launching a review site.



Design and Discovery: We strategize with your team on theming your review site to include logo, header image, colors, and favicon; setup your review and listings forms; and in many cases, integrate with the growing list of third-party single sign-on applications. We implement your vision and work with your team to get to go-live quickly.



Technical Training: Once your site has been implemented based on the vision of the Design and Discovery phase, we'll take approximately 60 minutes and train your team on how to use the site. Yes, it only takes about one hour but if we need to take more time, that's cool. We want your team to be comfortable.



Art of Reviews Training: It's not quite as easy as turning on a site and then letting it go. There's an art to operating a review site. You'll want to learn about the industry best practices and processes. If you choose to use the e-commerce module, an additional training is included.

LICENSE AND MAINTENANCE AGREEMENT

Terms for the software agreement can be found at 100Reviews.com/license_agreement.

OUR PROMISE TO YOU

We ensure a white glove experience from the beginning until forever. There's never any additional cost for virtual training. And we often host family gatherings of all 100Reviews site administrators so you can learn best practices from each other.



PRICING

STANDARD IMPLEMENTATION INCLUDES

- Basic theming of your review site (logo, header image, colors, favicon)
- Basic setup of your review form (up to 3 steps)
- Integration with your CRM (user import and single sign-on)
- Customizations are outlined in the Customer Form

YOUR MONTHLY SERVICE FEE INCLUDES

- Software Upgrades and Releases
- Technical Support During Business Hours

PRICING

Starting at \$500 per month

WE'RE HERE FOR YOU

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PARTNERS



HIGHER LOGIC
ALL TOGETHER



enSYNC
corporation



REVIEW  **SOCIETY**