

How can businesses boost their reputation online to enhance competitiveness?

1-800-GOT-JUNK?

1-800-GOT-JUNK? is a full-service junk removal franchise



And wanted to **compete effectively** in crowded local markets.



Using **intelligent marketing automation**, the company contacts its most satisfied customers



And asks them to **signal-boost their reviews** by sharing them on other popular sites

3x

This targeted outreach lifts the number of positive online customer reviews by **3x**



And helps the company start **valuable relationships** with new customers.

