

# VFDA-endorsed CGI Communications Connect Program Helps manage your business on the Internet

Online Reputation Management • Advertising Analytics • Truth

ENDORSED BY:



As a partner of CGI since 2010, our goal has been to make the VFDA an up-to-date, tech-savvy association. We began working with CGI Communications to add video technologies to the VFDA's website.

CGI is a company that is using innovative digital media technology to help our association and its members to communicate more effectively through web applications. In addition, CGI is also providing online reputation management to help make public the reputation you have already earned.

If you are doing a great job, the public needs to know. CGI's products are the vehicle to achieve this goal.

Lacy Whittaker  
Executive Director

## Did you know you have online reviews? Are they positive or negative?

### Reviews



ChrisK Jun 11, 2010

★★★★★ **Lousy Front Desk** The service at this parlor was terrible and the staff could have been more compassionate with our family. They were pushy with the billing information during this grievous time and seemed like all they cared about was our money.

Reputation is everything to a business. Recent changes in how clients are finding your business online can have significant impact on how you are viewed in the eyes of current and potential patients.

#### *Why is it important to have reviews?*

Reviews are the modern form of word-of-mouth advertising. Each review about YOUR business is influencing YOUR search results. Studies show that 84% of Americans make purchasing decisions based on reviews.

#### *It's not just about negative reviews!*

It only takes one negative review to influence your client base, but protecting your business from that is not enough. You also need to provide useful and accurate positive reviews to impress your potential clients.

#### *What's the solution?*

By working with CGI and utilizing the NEXT! program your reputation will benefit from active monitoring and protection. We will also help you build a library of positive feedback from your very own clients.

CGI Communications, Inc. has been working with the Virginia Funeral Directors Association since 2010 formulating cutting-edge online media solutions for both the association and its members. We can educate you on these recent online changes and how you can address the situation.

Learn how to build up reviews, maintain a positive reputation, and protect your funeral home. Don't let one bad review spoil your future success!



A representative for CGI will be contacting you in the near future to discuss the importance of your online presence.

For an immediate consultation:  
Martin Grizzanti at 800-398-3029 ext. 547