



**TO:** All Innovative Petcare Practices  
**ATTN:** Practice Managers, MDs, Client Experience Managers, Field Operations  
**FROM:** Marketing Department  
**DATE:** August 10, 2020  
**CAMPAIGN:** YEXT Reputation Management

Innovative Petcare clinics now have access to an upgraded review monitoring platform, called [Yext Online Reputation Management](#) to better optimize your time, access and ability to respond to all of your online reviews.

## SET UP

Your Innovative Petcare Marketing Team sets up your practice's account at onset. Within 48-72 hours of account set-up, the Practice Manager/Lead will receive an email verifying the account to set up a password. If you do not receive a verification email or it has expired, contact [marketing@innovativepetcare.com](mailto:marketing@innovativepetcare.com) to resend.

## WHY YEXT?

- Clinics now have a **single sign-on** to access all of their online reviews in one place
- Monitor feedback from over **20+ online directory listings** that support client reviews, including Google My Business, Facebook, Yelp, and Citysearch
- Clinics are set up to receive daily notifications with the capability to filter, export, post, or email reviews to share with their team(s)
- Ability to own and respond to all reviews (both positive and negative) as well as address any issues and questions directly from one dashboard
- Aggregate ratings, trends and sentiment to further enhance and promote staff recognition and correlate client experience with service expectations

## QUICK LINK TO RESOURCES

[Log-in link](#) to YEXT

Bookmark [IPC Resources](#) for practice tools, including access to YEXT

Never heard of YEXT? Here's a ["How-To"](#) for logging in and navigation

Need help on how to respond to client reviews? Read our quick [Insider's Guide](#) for tips

## SUPPORT & TROUBLESHOOTING

- We encourage Practice Managers and Medical Directors to designate a person - if it is not themselves - to oversee online review responses through YEXT. This is an important part of your digital marketing for new client acquisition, client experience and retention.
- If you have any issues, need a reset or response advice, please reach out to [marketing@innovativepetcare.com](mailto:marketing@innovativepetcare.com) at any time.