

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

Welcome to our new client:



[Peninsula Open Space Trust](#) protects and cares for open space in and around Silicon Valley

LCI's Holiday Gift!

Client Spotlight:

Lucile Packard Children's Hospital Stanford

By Greg Bortkiewicz



[Lucile Packard Children's Hospital Stanford](#) is one of the most renowned children's hospitals in the country. We've had the pleasure of working with this distinguished institution for the past 18 months. Interest is really heating up as we get close to the [opening of its new building](#) later this year.

Opening December 9th, the expansion will more than double the size of the current campus by linking the original hospital with a new main building, bringing the total hospital space to 844,000 square feet.



The holidays are around the corner. Once again, LCI is celebrating its success and good fortune by giving back to the community.

This year, LCI is donating to [Human Rights Watch](#) in honor of our employees, clients and community. To find out more about [Human Rights Watch](#) and their important work click [here](#).



**What's New with
Giant Step Digital?**

Of special note, patients, families and every level of hospital staff and faculty helped design the new, 521,000-square-foot facility and surrounding 3.5 acres of green space and gardens.

The healing power of nature is a cornerstone of the hospital's values and the new building weaves that theme seamlessly throughout. Each floor has a different nature theme with unique art in the form of sculptures, murals and mosaics. Much of the art is functional as well, directing patients and families throughout the space.

The Dunlevie Garden is packed with educational and engaging sculptures for kids to explore, featuring animals and plants all native to Northern California. The puma den is a special favorite.

We have some exciting ideas and look forward to bringing both regional and national awareness to this innovative new healthcare facility. We share all of our news on social media, so be sure to follow and engage with us on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).



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digital

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your brand stand out in the
digital world.

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How to Support the 5-Star Review

By **Brianne Murphy Miller**

Hundred of sites such as **Yelp**, **Trip Advisor**, **Glassdoor** and **Amazon** invite customer reviews for products, businesses and services. Less than stellar reviews can have a substantial financial impact on your business. According to [Web Republic](#), products with positive reviews sell 200% more than those with no reviews. So how do you influence your customers to provide feedback when we're more inclined to complain than praise?

- 1. Provide a great product or service.** Rule #1 is to be good at what you do. Give customers great service and value and they'll happily reward you for it.
- 2. Ask for those reviews.** How many times have you had a great experience in a hotel and then simply never mentioned that to anyone? It's in the business' best interest to engage customers and encourage brand support. Case in point: I recently had a lovely stay at The Venetian in Las Vegas. Would I have run home and written a review if I didn't get a personalized email from the hotel customer service staff reminding me? Probably not. If you're confident in your service, ask happy customers to tell others about it.
- 3. Good manners go a long way.** It's true that our mothers knew a thing or two about persuasion. Ask customers nicely to write a review and then thank them. That action is memorable and supports your brand attributes. Be sure to thank or respond publicly, especially on sites like Trip Advisory or Yelp, where businesses can comment on reviews.
- 4. Pick your highlights.** Every business has those two or three differentiating sales points. Corresponding sites can be targeted for those attributes. Consumer packaged goods? Amazon rules. Local restaurant? Yelp and Trip Advisor. Home improvements?

Angie's List and the Better Business Bureau. Engage with those customers and keep the conversation going.

5. **Take everything with a grain of salt.** Not every review is going to be good, because everyone has their own opinion. Acknowledge the poor review and do what is in your power to set it right. Thank customers for sharing their opinions, both good and bad. Be sure to encourage them to give you another try.

LCI Awards:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency

US' Best Healthcare PR Agency

2016 Video Award



Social Media Award

Breaking News Award



Let's get social. Follow, like and engage with LCI!



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