



CEO Of Businessmines.com Announces Importance Of Reputation Monitoring For Business Success

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Jorge Barba, CEO of Businessmines.com, has recently stated that businesses should take reputation monitoring very seriously. The reasoning behind his message stems from the growing popularity of social media and review sites, which allow consumers greater empowerment to voice their opinions on the products and services that they buy. He said that if companies don't spend the necessary time to monitor their reputation, they will be putting themselves at risk of losing a lot of business. If only one message goes viral, the damage can occur at a rapid rate and make it extremely difficult or impossible to rectify.

The Businessmines.com CEO said that online reputation management must be given the same importance as every other strategy that a business implements to grow and maintain success. Many experts agree and argue that effective reputation monitoring can actually help a business bring down the marketing costs, and if used correctly, is an excellent way to increase the quality of their products and services. By listening to the customer, the company is able to gather important feedback to improve the service's or product's functionality.

Barba said that his online reputation management system makes the whole process very easy. Once a

business signs up, its representatives will have access to a large number of review sites on their backend dashboard. The business would simply need to send clients a feedback request form, and if the customers give the business a four or five star rating, they will be directed to the review site in question where they can post their positive reviews. Customers that only give a one or two star rating will be sent to a complaint form instead. This will allow the business to try and resolve the problem with the customer before it potentially gets out of hand. Another feature of this system is that complaint forms are only viewable by the business and the customer.

Barba reminds businesses that the system can only truly work well if businesses react immediately. Popular review sites attract a lot of visitors, and so if a negative review is posted, within a few hours that message can be spread to thousands of other potential customers. By monitoring and reacting quickly, most of the damage can be minimized. It also shows customers and prospects that a business takes their customer service role very seriously.

The company offers two pricing models for this system, each catering to a specific type of business. The first package costs \$97 and the second is priced at \$697. Both packages provide the same system, except that the less expensive one is tailored towards companies that feel they have adequate computer skills to use the backend system without any help (video tutorials are available). The second package is tailored towards companies that are looking for a 100% hands-off experience. Barba said that anyone who is interested in finding out more about their online reputation management system can click [here](#) for more details. They've also made it easy for businesses to contact them directly by phone or through email in order to have any further questions answered.

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