



Review Magnet Launches New Service To Enhance Business Reputation Online

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Review Magnet, based in Carson City, Nevada, has announced their official launch to provide a new service designed to help companies grow their business reputation online. This service is the result of two companies, Plethuno Inc. and MegaVoxx, joining forces. Each company founder has more than 20 years of experience in using the internet to assist businesses in finding new customers and increasing the lifetime value of their existing customers.

Holly Cotter, one of the founders of Review Magnet, says, "We saw a glaring need for top level reputation building and review management services at prices that were affordable to any size business. So we decided to create a service that can help businesses automate the process of building a stellar reputation that will attract new customers."

Cotter says comparable services cost between \$1,000 and \$5,000 per month. She points out that Review Magnet combines cutting edge automation and cloud technology to make the same concierge-level service available at dramatically lower prices that are affordable for even mom and pop shops.

"Business reputation is critical to the success of every company," Cotter continues. "In today's internet-centric world, it's essential for any business to have at least ten 5-star reviews if you want your advertising dollars to work for you. Your marketing may convince consumers they want your product or service, but they will actually purchase that product/service from the company with the best reputation."

Cotter says that even when referred by friends and family, consumers first go online to check a company's reputation before making a purchase. And, if the company has bad reviews, or has no reviews, or has fewer reviews than the competition, the consumer ends up purchasing from a competitor.

Review Magnet uses mobile technology to request and capture reviews from customers. Happy customers are able to then post those reviews online with just one click, while unhappy customers are given a way to contact management so the problem can be resolved. Cotter states that this simple five minute tweak not only builds a company's reputation fast, but stops the majority of bad reviews from ever seeing the light of day. She says that this strategic approach to reviews can increase sales by 30 percent or more, stating that a third party study has shown that a measly half star rating increase resulted in a 19 percent increase in sales.

Those interested in learning more about Review Magnet and the reputation building, management and marketing services they provide can visit them online.

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For more information about Review Magnet, contact the company here: Review Magnet
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Review Magnet

We have over 20 years experience in helping business owners use the internet to find new customers and to increase the lifetime value of every customer.

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