



Bloocow Launches Reputation Marketing Services

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Bloocow, a business in Perth, Western Australia, has announced that they have launched their comprehensive reputation management services to help people gain and maintain a positive reputation. The company points out that the good reputation of a business takes years to build but only a few moments to destroy as a result of a bad review. Further information is available through <http://bloocow.com/reputation-marketing/>.

Company spokesperson Greg Culver says: "It has been noted that 92% of people are now searching online for reviews. More than ever, businesses need to be aware of what is being said about them. That's why we are launching our reputation marketing service."

The statistics on consumer behavior before they decide whether or not to shop somewhere has been well documented. It is true that around 92% of people search for reviews, and they also search for other information on both the company and the product and/or service they are considering. Furthermore, because online research is so easy, they will generally compare at least three businesses before deciding where to make their purchase. This demonstrates just how important it is for businesses to have a good reputation.

The Bloocow digital marketing agency in Perth believes that, without a solid online reputation, businesses are

no longer able to remain competitive. They cite research by the Nielsen Agency, which shows that while 92% of people trust reviews by trusted friends and family members, 70% of them also trust online reviews. The problem is that online reviews could be left by anybody, which is why online reputation management is so important.

"When you consider that people trust online reviews almost as much as they trust the opinions of their loved ones, it quickly becomes clear that this is something that cannot be ignored," adds Greg Culver. "A business' reputation impacts every element of a business, including its referrals. Our goal is to make sure people build a positive reputation and maintain it, and that they know how to address any negative issues that are out there as well."

The company has released a YouTube video that highlights how they will address the reputation of their clients, and why this is vital to the overall success of a company.

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For more information about Bloocow, contact the company here: [Greg Culver](mailto:Greg.Culver@bloocow.com) 1300 499 550 greg@bloocow.com 34 Possum Glade, Beeliar, Western Australia, 6164

Bloocow

Starting out in early 2000's, during the "prehistoric digital age", the team at BlooCow has experienced many changes. Their services have been refined to meet the requirements of the ever-changing digital landscape, constantly updating their offering.

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