



bTHORITY Marketing Releases New Information On Brand Authority Marketing

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bTHORITY Marketing, an online company in San Mateo, CA, has today released new information on brand authority marketing. They have published a comprehensive article on the subject, entitled "Building Top-Notch Brand Authority Both Online and Offline." It is hoped that this information will give more people the knowledge they need in order to understand why their brand matters and how they can improve it.

"It doesn't matter what your business does, it is there to meet a certain need," says Robert Ferry from bTHORITY Marketing. "When consumers have a need, they look online and want to find the business that can meet that need. Brand authority marketing is about presenting yourself in such a way that people believe you are the one that will give them what they are looking for. This must be achieved both online and offline."

The company has essentially released a blueprint in the article that was featured on MarketingDigest.com. This will help businesses to market their brand. It is designed to make sure consumers will turn to that brand again and again, because it is presented in a way that is trustworthy. As such, the road map offered is a long term plan that can be applied consistently.

The first element of this is having a personal story. According to Robert Ferry, "Stories are things that people love. They love to listen to them and they make people feel more comfortable with an idea. Hence, a business should have a narrative that explains what they do, why they are good at it, what abilities they have and why, and why customers should trust them over any other business."

The second element on the blueprint is to ensure this story is presented to the masses, which is achieved through high quality content. This is mainly an online activity, which is achieved through email, blogging and social media, in particular. The next step is all about exposure, which can be online and offline. Businesses should use any public relations opportunity they can come across, from a local community newspaper to a popular online blog.

Indeed, networking is a vital element of success. Businesses need to create connections across the board, with different leaders in different companies. These connections have to show high quality as well. Forging relationships is vital, as well as being a two-way street.

Finally, building authority is about connecting with real people. Real people are consumers and they are the people who actually need to start recognizing the brand as revealed in consumer behavior. This means that customer service and customer communication must always be at the forefront of any business operation. This builds trust and confidence and inevitably builds brand authority.

bTHORITY Marketing hopes that the said blueprint will help more businesses understand that they may be an online business, but that every online transaction is actually completed by a physical human being. They want to ensure this process is completed properly, thereby increasing brand awareness and authority. For further information, please use the contact details provided.

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