



Businessmines.com CEO Announces Online Review Management Is Key For Improving Brand Image

June 02, 2015

June 02, 2015 - PRESSADVANTAGE -

Businessmines.com CEO Jorge Barba has stated that businesses need to change their strategy for developing their brand image. Barba recently spoke about the challenges that many online businesses have with expanding their interests. Whether they are looking to build leads or to make an actual sale, these companies will face difficulties in getting that online recognition that they have been working for.

Part of the problem, he says, is that as the world of the Internet has changed, for a business to be successful, its marketing techniques must change with it. In the past, he explains, the traditional way of marketing was through the yellow pages, magazines, and newspapers. However, if a business completely relies on these resources today, they may find themselves closing their doors before long. More and more people now research products and services online before they make a purchase. Thus, it is crucial for any business to have an online brand image.

However, he says that more must be done than just merely set up a web presence and advertise. Even with the best of advertising efforts, the most a business could hope for in the search engines is to land on the first page. If they stop there, they're just relying on the luck of the draw. There are tons of other businesses trying

to land on that first page too. What they need to do is implement a plan so that their business will stand out from the crowd. If this is done successfully, it will motivate a potential customer to choose their business over the others.

To do this, he points out that there is one fact that most businesses need to recognize: the majority of people that are online will make their purchasing decisions based on the reviews they read from past customers. And with studies showing that 72% of potential customers saying that they trust online reviews just as much as a personal referral, it is easy to see why addressing this area of online marketing can be a key ingredient in business success. He adds that 70% of customers will search out companies that have at least 6-10 reviews about their services.

Even search engines are now taking these customer reviews into consideration. Many are ranking sites based on how many recent reviews they have. Depending on how many of their customers are commenting on their experiences with a company, the rankings could be higher or lower. This means that a business that is dedicating part of its marketing efforts to managing these comments will do much better than those that do not.

A business owner needs to know what his brand image is at all times and have a plan in place to handle any negative feedback that may come up in order to maintain the company's reputation. Barba says that his company's Online Review Management program is designed just for that purpose. Anyone interested in this facet of online marketing can click [here](#) for more details or contact the company directly.

###

For more information about Ethana Online, contact the company here: Ethana Online Jorge Barba (415) 528-7818 jorgeb@businessmines.com 19 Duntroon Drive Wantirna, Victoria Australia 3152

Ethana Online

We deliver advanced marketing technology to business.

Website: <http://www.businessmines.com/>

Email: jorgeb@businessmines.com

Phone: (415) 528-7818



