Adodo Focuses on The Importance Of Reputation Marketing

June 29, 2015

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United Kingdom based company, Adodo Consultancy Services Limited, has announced that reputation marketing should be at the center of all the different marketing outlets utilized by a business, and they want to explain why. The company believes that implementing this process opens doors to the possibilities of customer surveys, video ads, and other online assets, which work together to build a better brand and bolster a superb reputation. They have said the following regarding this concept: "We find that most organizations get referrals in one way or another. The challenge these days is that the first thing 90% of them do is go online and look for additional social proof. So you see, if they don't get that social proof the strength of the referral is diminished. They may never even call."

In 2012 Berkely University carried out a study on reputation. Researchers followed reviews and rankings left on a rating website to find that even so much as half of a star boost in ratings could create as much as 19% more traffic and revenue for a restaurant during their peak hours of operation. Additional research on the subject found similar results in other areas of business, some of which has been published in the Economic Journal. A more recent study carried out by Real Strategic Inc.found that up to 87% of customers who left a bad review would consider changing it to a good review if the company took soe form of action. Companies

have to be more pro-active. "Every interaction with your customer is an opportunity to grow your reputation. It is not natural for customers to give you reviews and feedback, you have to ask for them. Every aspect of your online marketing depends on your reputation. There is no point in spending money on pay per click for example, if what prospects see is a bad review."

The company encourages those interested in learning more about the importance of reputation marketing to visit their website at http://adodo.co.uk/4rs-strategic-growth/ Reputation marketing is only part of the fundamentals for growth but a very important one. Tim Glynn, Managing Director explains: "We can facilitate the syndication of your reviews to all major social sites in video and text form to ensure they are visible everywhere."

Other ways to become educated on reputation marketing and how Adodo can help businesses get started, can be found through the company's social media account at https://www.facebook.com/askadodo This offers businesses the option of communicating through comments, messages, and sharing media, while also viewing updates on services, special promotions, upcoming events, and more. The company uses their Facebook account to share videos, photos, and other tools with their clients to continue expressing just how important reputation management is and why all businesses should be taking advantage of it.

Adodo invites all businesses who have yet to begin using the potential of online reputation marketing to contact them through the communication information on their website. They have made it clear that they are highly committed to helping businesses build a better brand, and believe that this form of marketing is the best way to start.

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The team at Adodo have been helping local businesses grow their businesses for 35 years now. We're a friendly bunch, come join the party.

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