

Dr. Miinala Marketing Improves On Complimentary SnapShot Report

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Dr. Miinala Marketing, a digital marketing agency in Mercer, PA, is proud to announce that they have made significant improvements to their Complimentary SnapShot Report. Through the improved snapshot report, clients can now see exactly what their business looks like online. This, in turn, provides website owners with information on where they could improve and where they are doing well.

"The Snapshot Report is a valuable tool for you to create and use for free," explains Dr. Marjukka Miinala herself, owner and founder of Dr. Miinala Marketing. "It will ask you to enter your business information and the software will take it from there. No signing in is required and you will receive the report via email."

The report offers prospective clients a number of important benefits. Firstly, it allows them to find out whether their business listings are accurate in all the important places. Dr. Miinala explains: "List distribution marketing is very important, so it is vital that you check whether the information that exists about you online is accurate and consistent across all information channels."

Furthermore, the report enables businesses to determine how their customers feel about them. This is an insight into reputation marketing and management, ensuring that businesses are aware of their online standing so that they can take the necessary steps to improve on those areas that need improvement. According to Dr. Miinala: "Your reputation is your most valuable asset so you have to work at making sure it is a positive one."

The Complimentary SnapShot Report also highlights other websites that should list the business' website and it looks at how the business compares to industry standards. Dr. Miinala says: "This is about making sure you exist in a way that your consumers and customers expect you to exist, comparing you to the competition and to the accepted standards. It is a great opportunity to find areas for improvement."

Last but not least, the report looks at the social media presence of the business. Dr. Miinala explains: "Social media marketing is one of the most important marketing tools at your disposal today. If you do not have a clear and strong presence on sites, such as Facebook, LinkedIn, and Twitter, you are really missing out on an opportunity."
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