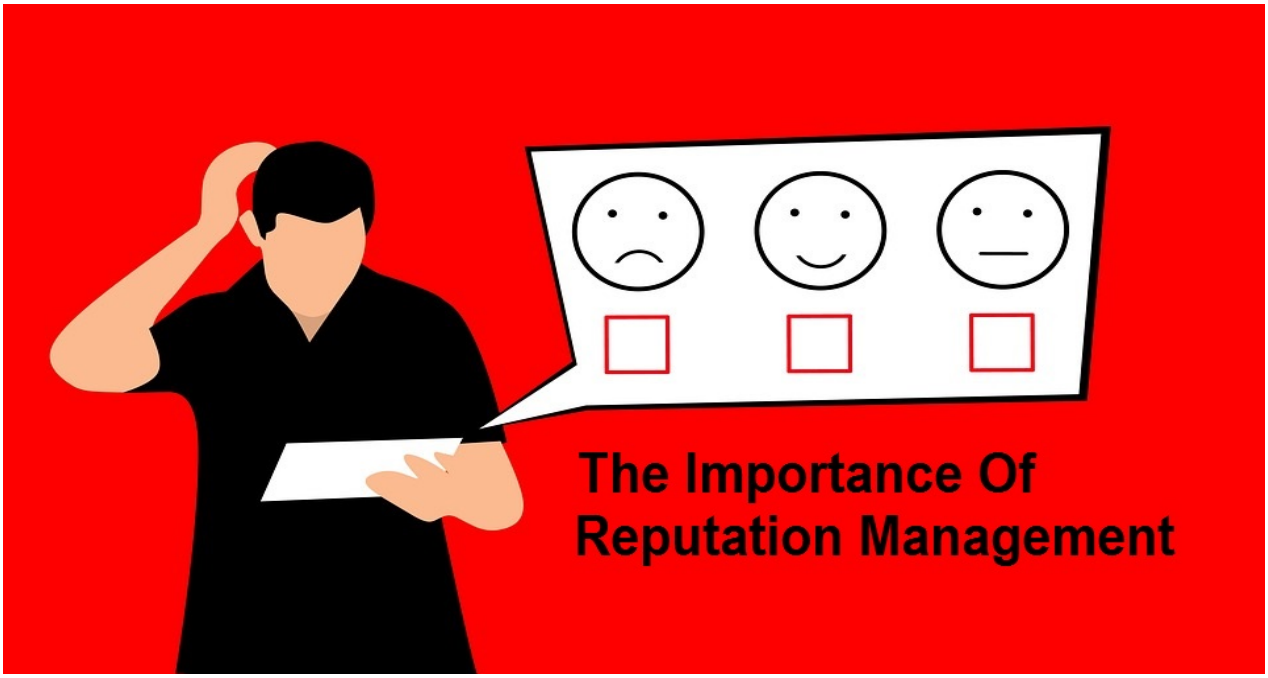


Dr. Miinala Marketing Posts Article On The Importance Of Reputation Management

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Reputation management is one of the newest components of digital marketing and it is quickly becoming one of the most important ones. Dr. Miinala Marketing, a digital marketing agency in Mercer, PA, is committed to always offering their clients the best and most up to date services. This is why they have published a new post highlighting the importance of reputation management and how they can offer this kind of service.

Dr. Marjukka Miinala, founder and owner of the company, explains: "Many business owners fail to recognize how important their online reputation is. It can mean the difference between increased sales and a dramatic drop in sales. Just one negative comment or review is enough to dramatically affect your online reputation. Once your reputation takes a hit, you will likely see a decline in website traffic and the amount of sales you would normally experience."

Finding out about the reputation of a business or individual starts by entering the name in the major search engines to see what is being said. This should be done regularly as part of a monitoring campaign. Knowing what information is out there also enables businesses to address anything false or negative as soon as it appears. Dr. Miinala continues: "If you notice anything negative, it is vital that you take immediate action. A single bad review can cost you a lot of business. Yet, it is impossible to please people 100% of the time, so you should expect to receive some negative reviews every once in a while."

Research has shown that it is vital that businesses take a proactive approach to their reputation. Simply ignoring comments can cause a lot of damage and deleting negative comments often has an even worse impact. What matters is that action is taken rapidly, which means being involved in the process all the time. Dr. Miinala says: "There is nothing that can damage a business more than negative comments being posted online. However, if you are proactive and continue to monitor your online reputation, you will be better prepared to deal with such situations as they occur."

People are encouraged to request a free SnapShot report from Dr. Miinala Marketing to see their current reputation.

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