

The Master Marketing Academy Announces That Reputation Management Is Now A Necessity

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Reputation marketing specialists Robert Polan of Five Star Reputation Marketing announced today that reputation management is no longer just another option to local businesses. In fact, business owner Robert Polan has claimed that in the world of modern marketing this kind of brand reinforcement has become an absolute necessity.

Five Star Reputation Marketing, a Canadian-based marketing company, was born out of the growing need for local businesses to, not just manage their reputation, but market their business through better communications with customers, past, present and future. Robert had this to say about reputation marketing and his company offer:

"A good online reputation can have a huge impact on a company's revenue. When researchers at the Harvard Business School analyzed restaurant reviews and revenue in Seattle, they found that a one-star increase on the popular review site Yelp meant a five to nine per cent increase in revenue for independent restaurants. And it's not just restaurants that are affected, it's just about every business that deals directly with the public."

One thing that Five Star Reputation Marketing has made clear this year is that reputation management no longer optional for business who deal directly with the public. The internet has empowered consumers today in a way that has never been seen before enabling them to reach out to your potential customers in real time and on mass making it impossible for businesses to succeed without some form of reputation management and marketing.

Robert went on to say:

"Like it or not, you're operating your business in a climate that actually encourages consumers to post their opinions and complaints on review and social media sites and there are plenty of them. Your company's success or failure, in large part, hinges on the effect that your current online reputation has on those that

want to use your product or service. Shoppers today want to know that you have a good business reputation to ensure they are making a wise purchase decision....."

"Technowledgy has empowered the consumer to review your performance before the world and only the use of technowledgy will insure you respond appropriatly "

Mr. Polan suggests motivating current clients to leave positive reviews is just a small part of what is required for a business to succeed today. You need to monator reviews and respond quickly to thoes that are negative. In order to do this you need a system to monator review sites and make you aware of claims for or against your reputation. You need to make sure the good reviews outweighs the bad on all review sites. The way to do that is to promote the publication of posative reviews across all of the review site for your industry, a task that is almost impossable without the use of the right technowledgy.

For questions, comments or concerns regarding this press release, or for more information on Five Star Reputation Marketing, please use the following contact information to get in touch:

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