Video Marketing Service Introduced To Enhance Online Reputation And Reviews

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Digital2Grow, a media business in Silver Spring, MD, has responded to a recent report by Forrester Research Group, which has just announced their 2016 top 10 Critical Success Factors to determine who wins and who fails. The report has prompted them to create a new service to help businesses build, monitor and improve their online reputation and reviews. Full details are available on the company's website on http://digital2growmedia.com.

"While others focus on technology prowess, the Forrester Research Group's findings point to leaders shifting to a customer-obsessed operating model, while laggards wander in the wilderness of disjointed digital model," says Chris Daley, principal at Digital2grow. "Most small or medium sized businesses enterprises will need to adapt a culture of client obsession and deploy in their operating model tools to give them insights into their customers experience with their business."

The Forrester Research Group is a much respected, global industry leader and their report has, therefore, been taken very seriously. However, they were not alone in their findings. Recent reports further provide hard data on how customers are using online reviews in determining which businesses they will engage. Those

with ten five stars reviews win convincingly over those with a cheaper product or those who even show up first in a Google search. Furthermore, 92% of people are checking out online reviews prior to making a business decision. A company's online reputation is gold for sustained success in the age of the customer.

Chris Daley announced that they now have the capability to help businesses monitor, build, and market their online reputation. "At reputationability.com, you can start building your business' online reputation," he says. "We have even added a video subscription service to multiply the impact of reviews."

Daley further commented that "if businesses do not have data to measure their customer experience, they are not accepting the reality of the marketplace and can expect to flounder."

People are encouraged to visit http://reputationability.com as soon as possible to get started on the process of building their online reputation. This can be achieved through video marketing and a variety of other powerful tools and services.

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Digital2grow

Reputation marketing
Websites and sale funnel systems
Social media campaigns and social offer creation
Paid Traffic generation
Client engagement campaigns w CRM

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