

# **New Beta Program to Showcase Your Business As the Expert Your Customer Needs**

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Philadelphia, PA: Hunter Williams, spokes person for Web Synergy Marketing, has announced Web Synergy Marketing's new beta program, "Interview with a Nationally Recognized Expert".

Williams explains that customers want to work with the best, there is just no way around that fact. We have found that many of our clients that are just starting out, or that have started a new venture, struggle to get acknowledged as an authority in their field of expertise, even when they have many years of experience in that field or business. As a result their business suffers until that void is filled. This beta program solves that problem.

Getting recognized and cited as an Authority and portraying the expertise associated with that authority is costly and time consuming. The two major problems business owners face in overcoming these hurdles are: one, for Authority, knowing how to and where to apply for and get recognized as an authority, and two, the costs associated with purchasing a professionally produced video for promotional purposes.

Williams further explains, we can guarantee to get our clients recognized and cited as Authorities in their particular business. That in and of itself, will go a long way to bridging any credibility gap. Williams also explains that with the partnerships Web Synergy Marketing has forged in the video production industry, a video that would typically cost \$2500 to \$4000, can be had for a fraction of that cost, while the Beta program is running.

Web Synergy Marketing is a Reputation Marketing, Enhancement, and Management company started by Hunter Williams in 2011. As Williams states, there was a shift in Search Engine Ranking habits. Initially, a business paid large sums of money or exerted huge amounts of effort to rank number 1 on a page, but as things evolved, it was the listing on the page that showed the 5-star reviews or displayed some type of authority that got the click, regardless of where it showed up on the page. Web Synergy Marketing was geared to address this change, to work with clients to use their reputations and customer reviews to drive more customers to their digital store fronts.

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