

Autoresponder #8 - Creating Useful Content Part 2

Hello,

If you read our last e-mail you may be feeling overwhelmed, confused and maybe even a little frustrated. Don't be. Thousands of business owners have been through this process just like you. We are here to help guide you through the process and ensure that you have a successful online reputation.

Please do remember however, that some online reputation management campaigns require a professional. We offer services that can dramatically increase your return on investment in your online marketing efforts. We can also help to remove negative tarnishes that exist within your online reputation. Please do not hesitate to contact us.

In this e-mail we are going to talk about ways that you can create the content that we talked about in our last e-mail. Remember, this is going to be time intensive, but you must do it in order to combat the negative sites that might be clouding your reputation.

One of the quickest and easiest ways to generate positive reviews and positive content about your business is not to talk about what you sell, but to talk about who you sell to you. Scheduling blog posts that surround a particular customer or client can help to dramatically boost your image online.

For example, perhaps you are an accountant who services high end clients. Take the time to sit down and interview, with permission, one of your clients to feature in article on your blog. Why would you do something like this? Because actions like this give users an idea about who you are.

If they see that you care enough about your customers and clients to interview them and share their story on your website, any negative reviews that they may read elsewhere could potentially be drowned out by the significance of that single act.

You must be creative in the ways that you come up with content. Interviewing your clients is certainly not the only way and it may not be the best for your business, but the point remains that you must create content on a regular basis.

If you find that creating content is difficult, higher online reputation management specialists. They can provide you with everything that you need to build your online brand.

Contact us today for free consultation.

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