

Insights

from leaders



***“Your online reputation is
your most valuable asset.”***

Maarten Schäfer

YOUR ONLINE REPUTATION IS YOUR MOST VALUABLE ASSET

An online presence is your digital sales force. Your online presence has huge potential to attract and retain interested prospects and customers to your various online channels.

1 - You are who Google Says you are

Potential clients will Google you before doing business with you. Potential partners will Google you before partnering up. Investors will Google you before investing in your company. What they will find on Google... they believe. Whether accurate or not.

2 - Social Media is talking About You

There's a pretty good chance someone is talking about you or your company/brand on social media. Without an online presence in social media, there is no one to respond to these comments or answer questions that people might have. Without responses to these mentions and queries, customers and brand loyalty is being lost.

3 - You can no longer not being present.

You need to have an online presence. Whether it's through social media or in the search results, people want to find answers to the questions they are searching for. Though the following might not be in the millions, the ones who are searching are very loyal to their brand. Don't leave your loyal followers in the dark.

4 - Your Brand is Online Whether You Like It or Not

Thinking that your brand won't be online simply because you don't want to be, is a big mistake. The truth is that Google and other companies are indexing businesses and brands of all sizes, whether they like it or not.

This is important because as I mentioned earlier, your customers and followers might be looking for you online. If they are searching and you aren't online, they are going to find information that might not be updates or correct.



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