Brand Credibility in Trinidad and Tobago: How Being Liked Really Matters by Abhay

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Is your business liked? Do you know what youâ€™ve got when it comes to brand credibility in Trinidad and Tobago? Even if the products or services youâ€™re selling are top-notch, if your reputation isnâ€™t, y arenâ€™t likely to achieve the sales youâ€™re expecting. Online Reputation Management (ORM) has become a key to survival.

A report from Weber Shandwick called â€œThe Company Behind the Brand: In Reputation We Trustâ€• found that 70% of consumers said they wouldnâ€™t buy a product from a company they didnâ€™t like. Th rightâ€¦ even if the product itself is stellar, the odds are, theyâ€™re going to look for something similar somewhere else.

The report looks at larger companies, but the same could be said for small business. Being liked is important. Managing that reputation, especially in the ever-expanding digital marketing world, is increasingly a focus for companies with any sort of online presence.

People are talking about you

A lot of consumer behavior is driven by word of mouthâ€¦ be it positive or negative. And while itâ€™s easier for consumers to spread word these days via social media, personal blogs, and website commentary, itâ€™s also possible for businesses to respond faster, and sometimes easier than ever before.

â€¢ The topic most often discussed related to how consumers feel about a product â€“ 69%,

â€¢ The quality of customer services was close behind at 55%,

â€¢ Also, 40% focus on how they feel about a company, and itâ€™s reputation, as a whole.

Join the conversation

Thereâ€™s no way that you can know what people are saying about you, or to react to it, if you arenâ€™t fully engaged in the realm of conversation. Establishing a strong social media presence, and having the means to monitor whatâ€™s said there is vital to your reputation. And donâ€™t forget â€“ itâ€™s impo reward positive talk and sharing with some sort of recognition, just as itâ€™s essential to reply to negative comments.

Encouraging feedback on your website can be a good way to not only learn about your customer base, but to show your customers that you care. Just donâ€™t forget to monitor closely, and donâ€™t wait too long to respond. It takes a lot to monitor all of your online properties for better brand credibility in Trinidad and Tobago, but itâ€™s worth the time and energy.

Experiencing a crisis and need to manage it quickly? Read about these 6 Tips for Handling Breaking Crises on Twitter.

Want more information about brand credibility, online reputation management (ORM) and social media marketing? Contact to brand credibility Trinidad & Tobago company today.

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WSI- one of the best social media marketing companies offers the most innovative and affective social media optimization services to help your website/brand reach your target audience. We also provide SEO, E-Mail Marketing, a Digital Marketing Trinidad & Tobago.

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