



Financial Services & Online Reputation Management

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Businesses and Corporations

No matter what field you are in – health care, finance, catering, etc. - you want to leave the public with a good impression of your organization. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. Accountants, project managers, consultants, CEOs can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyse how search engines, such as Google, Yahoo or Bing, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

3. FINANCIAL SERVICES AND ONLINE REPUTATION MANAGEMENT

A good reputation plays a vital role in a business's development. Internet users are predominantly relying on online reviews, articles and comments to make their decisions regarding what services, products or businesses to engage in.

Within the field of finances it is extremely vital that a company welcomes potential clients with a strong and positive online image. This helps show the user the company's professionalism and resourcefulness. A strong online reputation management strategy can help businesses position themselves firmly on the online scene within their field, jumping ahead of the competition.

Employing the help of ORM professionals, such as BEYOO ONLINE, can give you a competitive edge. We can:

- help you construct, maintain and develop your digital image and reputation;
- update or remove inaccurate information available online;
- employ a strong social media and Internet strategy to promote the business and services, as well as engage with customers in a fun and creative way;
- utilize SEO techniques to bring all relevant content about your business at the top of search engine results;
- produce positive content about your business through regular blog posts and articles.

Take action now to ensure you create and maintain a positive online reputation, which will serve as a great tool for bringing in new clients and developing your business.

4. FACTS

- Twitter continues to be the leading way financial service firms communicate with their customers
- 77% of respondents cited regularly updated journals as a useful way of gaining insights into the products and services they might buy

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BEYOO ONLINE [**bi**: **ju**]: The process of joining two or more things together to form one entity...Be yourself!