

Tech -Talk is an online newsletter that is circulated by Blue Sky Net to our network of contacts throughout our service delivery region. People, events, and ideas discussed in "Tech -Talk, will all revolve around improving technology and E-Commerce practices.



# Resources for Businesses

Friday November 1st, 2013

## Managing Your Online Reputation

Online review websites are becoming increasingly popular among consumer groups. These websites allow consumers to post reviews about the product or service that they bought from your business. The website then displays the results for the general public to see. Many consumers now refer to these customer review sites before making purchasing decisions. This trend poses both threats and opportunities to business owners.

The threats associated with online review websites seem obvious. Negative reviews might sway a potential customer away from choosing your brand. However, with this new trend of online customer reviews, many opportunities are created for business owners. First and foremost, a positive review can gain you customers just as easily as a negative review can lose you customers. Using positive reviews as testimonials can be an added bonus. A business owner can also take advantage of their competitors' reviews. Positive reviews of your competition can provide insight into what they might be offering to gain an edge over you. Also, learning from the mistakes of your competitors is an intelligent way to ensure your business avoids the same pitfalls.

[This article from BDC](#) discusses what you can do as a business owner, to mitigate the risks and take advantage of the opportunities discussed above.

# Free Online Resources

[Check out this article from the Boston Globe](#), which describes the actions that many customer review websites are taking to combat the issue of fake or fraudulent reviews.

[Click here](#), for a list of customer review websites and a brief description of each. This list was compiled by HubSpot.



[Here is an interesting read](#) that includes research that illustrates the importance of online reviews and the role they play in consumer decision making.

The "Resources for Businesses" section of our website @ <http://www.blueskynet.ca/for-businesses> is a great place to find free materials such as E-Books and articles to get information on important business topics.

Also, don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.

BEAM Recipient of the Month



## Upcoming Volumes of Tech -Talk

The topics for the next issues of Tech -Talk will be listed here. Make sure to look here for upcoming topics that might be of help to you and your business. Also feel free to [contact us](#) to suggest future ideas you would like to see discussed.

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