

# LOOKING FOR MORE SUBSCRIBERS TO ENHANCE YOUR ONLINE REPUTATION?



By Brandon Dietrich, Principal @ Social Assurance Media

When you are doing business online, your online reputation is one of the most important things that you must focus on. Even when your business is offline, and you are trying to promote it online, your reputation with your online audience is a major aspect. Social media helps us to build and maintain our online rapport with our audience. In this article, I am going to talk about why we should focus on getting more subscribers than viewers and how this will impact our online reputation positively.

## What is online reputation?

Reputation in business is that general estimation that your existing and probable buyers have for you, your business, and your offerings. In general terms, your reputation is what the market thinks about you.

When you are online, what the online audience thinks is your online reputation. It is straightforward.

Your reputation is very important and effects the final buying decision of the buyer. At times the product gathers more reputation than the manufacturer and vice versa. But in any case, your product will sell more with a higher positive reputation.

Now, planning to better the reputation starts from understanding the audience. Let's look into the various types of online audience that you get on social media.

## Types of Audience.

To start with we can say that there are two general groups in the audience. The first one is the irrelevant audience, who stumble upon our online content but are genuinely not interested in the offerings and will browse away. The other group is the relevant audience who are interested in our products or services.

The group which is relevant is our target group. The level of their interest will

vary, but everyone who has the slightest of interest in our products and offerings is a potential buyer and hence, should be included in the relevant group of audience.

The relevant group is divided into two parts in general. The first part comprises of viewers, who view our content but do not click on it or show any sign of buying. They may or may not buy in the future, but are still in contention because they are still viewing.

The other part contains the subscribers (or the followers). The subscribers or the buyers are those who have shown interest by subscribing to our offerings (or at least to the newsletter, containing information and news about our offerings) or by ultimately buying our offerings.

This group is most important as far as online reputation is concerned as they act as our virtual brand ambassadors. Let's see how they help in boosting our online reputation.

## How do subscribers help to boost our online reputation?

As we have seen, the subscribers' group is the group of followers and buyers. They have either known the features and characteristics of the product very well (to like and subscribe) or have used the product themselves after buying.

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Both of these factors make this group knowledgeable and highly aware of the effectiveness of the products or the services that you offer. When they speak about your product in public or on online forums, their feedback or reviews are much valued by the viewers' group and affect their buying decision too.

If your offering is of high quality, a typical member of the subscribers' group will only talk positively about it. That will promote your offering further and help to increase the number of subscribers even more. In turn, the sales will grow and so will your online reputation.

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