



Digital Media Nation Drives Trust and Referrals with The Launch of Reputation Sensei

*Reputation Sensei combines brand marketing and reputation management to help businesses build, manage, protect and market their online reputation to the 91% of people that look at online reviews and reputation before making a purchasing decision*

September 18, 2017, Peachtree Corners, Ga. – [Digital Media Nation](#), a marketing agency specializing in reputation, social media and video marketing officially launched Reputation Sensei today. [Reputation Sensei](#) builds, controls and markets the online reputation of businesses throughout the country.

Reputation Sensei optimizes the marketing of reviews to increase trust, brand continuity and online referrals by promoting positive reviews. This innovative solution allows the business to broadcast reviews on the company's website and social media, a dedicated reputation branding microsite and review websites, like Google, Facebook, Yelp, Cars.com, and many others.

"Companies know that trust is the key to making a sale. Reputation Sensei is changing the way companies think about their reputation," said Chris Snellgrove, President, Digital Media Nation. "Reputation Sensei moves companies from a defensive strategy of reputation management, to an offensive strategy of reputation marketing. This brand new marketing concept increases trust and revenue by promoting your customer experience."

According to BrightLocal, 84% percent of consumers today trust online reviews as much as personal recommendations. When these consumers search for products and services, positive reviews and high rating influence which business they call or visit. Reputation Sensei helps improve a company's rating and increase positive reviews to drive traffic and inbound calls from prospects that already trust that the company. This leads to higher closing rates, lower marketing costs and higher profits.

"There is a saying in life that you should trust others until they give you a reason not to," said Cary Greenberg, Vice President of Sales and Operations. "In business, it is quite the opposite, consumers aren't going to trust you until you give them a reason to. Reputation Sensei provides the perfect solution to build, manage and market that potential new customers can trust your business, similar to the way that referrals trust your business."

When reviews are generated they trigger social media posts that appear on the company's website and social media feeds promoting the customer experience. After posting a review to the micro-site, Reputation Sensei enables the user to share their feedback on popular review and social media platforms, like Facebook, Google, and Yelp. Digital Media Nation also has the unique ability to post reviews to Twitter. These services help businesses control how their brand is displayed and marketed online.

"I spend a lot of money on marketing. No matter what you put in an ad, the car buyer is going to Google my business anyway," said John Grant, Owner, Desert 215 Superstore. "Reputation Sensei helped move my Google Star Rating from 2.7 to 4.4 with more than 467 new reviews. It's an insurance policy for my entire marketing budget."

Reputation Sensei provides immediate and continuous feedback about the customer experience, thus highlighting opportunities for the business to improve. Digital Media Nation emphasizes best practices by including training and reputation marketing certification as part of the Reputation Sensei Director Program.

For more information about Reputation Sensei, virtual training and other digital marketing strategies that build trust, visit [www.digitalmedianation.com](http://www.digitalmedianation.com)

### **About Digital Media Nation**

Digital Media Nation helps companies build trust using customer experience marketing. We build, manage and market their online reputation to the ever-growing online community that research before purchasing. Today 91% of people look at online reviews and reputation before making a purchasing decision. As a result, a company's online reputation is critical to its stability and growth. Reputation Sensei, our Reputation Marketing Solution improves business performance by:

- Increasing trust and confidence in the businesses we serve.
- Creating indirect referrals that entice new prospects to purchase.
- Decreasing customer acquisition costs using Customer Experience Marketing

Reputation Sensei is a trademark of Digital Media Nation.