

Damage Shield Makes You Aware of What is Being Said About Your Company Online.

Blurt Marketing, a leading digital marketing and software company announced today the release of its latest product and service Damage Shield; a complete solution for monitoring the online reputation of any business, organization or individual.

Windsor, Ontario (PRWEB) May 23, 2014 - With its advanced sentiment and language analyzer, Damage Shield indexes and evaluates all relative content on the Internet as it relates to any given business and alerts the responsible party of any potential negative comment posted online.

“What people are posting online about a business matters a great deal” says Larry Lehoux, CEO of Blurt Marketing. “Words and opinions matter online especially if the comments are negative. How quickly a company responds and what that response says can have a long lasting dramatic effect on a company’s reputation.”

As more and more consumer content is published online, businesses need to closely monitor what is being said about them to avoid hurting their reputation. Negative comments tend to catch fire quickly online and if they are not managed and responded to in a timely and professionally manner, the impact to a business can be substantial.

“There are websites, blogs and even social network pages that have high visibility and rank near the top of popular search terms that, if the comments posted there are negative about a business, can destroy a company. Being made aware as soon as possible is the key component in providing good customer care and containing any potential long term damage”, stated Lehoux. “Businesses need to make an investment in protecting and maintaining their online brand since it is not uncommon to see negative consumer comments live for years online and show up at the top of the most valued search results. Damage Shield has been developed with this exact problem in mind and addresses this challenge for businesses.”

The sales process can be challenging enough without having to address any negative reviews or comments online regardless of whether or not the complaint is a valid one. Damage Shield addresses the issue of early detection so that problems can be resolved before they gain momentum and attraction online, costing a company valuable credibility and any future revenues.

“Words most definitely can hurt a business and online content can live forever in many instances. An ounce of prevention is worth a pound of cure as the old adage goes and this certainly is applicable when it comes to online content.”

About Blurt Marketing

Blurt Marketing is a leading digital marketing and software development agency that specializes in the design, implementation and execution of many and varied digital marketing services which having its own technology to address many digital marketing challenges for businesses and organizations across several industries.

Businesses or organizations wanting to learn more about Damage Shield can visit damageshield.com or blurtmarketing.com or they can contact Director of Media Relations – Blurt Marketing 1 855 692 5878