

Ormny Describes Downward Economy and Online Reputation

By Ormny Corp.

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Ormny, an online reputation management firm, specializing in minimizing unfavorable reports about companies and products, gives an inside perspective of how the economy is effecting online reputation firms, and in general e-businesses.

According to Walter Goodge, Ormny's director of public relations, he insists that economy is good for online reputation firms, and e-businesses. Walter explains, "Since the economy is in turmoil, consumers are more conscious about how much money they spend, and the quality of product they are buying. If you were on a tight budget, you would want to make sure your product holds its value. Because of this, companies are turning to use Ormny to increase social media exposure, minimize unfavorable reports about their products, and create a viral buzz about their product. Also since gas prices are so high, e-businesses in general have been seeing an increase in sales. More consumers are staying home, and the internet has given these companies an online marketplace that is just a few clicks away."

Companies who sign with Ormny believe in its business model or what they call "The Ormny Atmosphere." Ormny is a unique company because they are specifically an online reputation firm. Usually this service is available by search engine optimization firms. This has become a very pivotal factor in Ormny's business model. Walter Goodge explains, "Because we are primarily an online reputation firm, we can focus on research, streamlining information to our clients, and staying on the cutting edge with new applications that arise. When search engine optimization firms offer this service, it is more of an up-sale, and their focus is distracted by optimizing for search engine results."

Dramatic progression has been made since the Web 1.0 era.

With an increase in marketing and consumer relations Ormny has bridged the gap between 'Gen X' and 'Gen Y' consumers. For more information about Ormny's service visit <http://www.Ormny.com> or e-mail info@ormny.com.

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Years ago there was not a coined term for online reputation management (ORM). Companies would post favorable comments about their products, they would use black hat seo to increase traffic and overall sales. But now security and web spam has hit an all time high. Companies have to be careful who they employ and what techniques they are using. Ormny is always on the cutting edge. We develop new strategies to reach out to potential consumers to create a viral marketing campaign. We monitor your online reputation and alert you of any signs of company slander, or slander campaigns. We are a proactive group with clients who believe in progressive thinking. Welcome to Ormny.

Category Business, Marketing, Consumer

Tags Online Reputation Management, Reputation Management, Orm, Reputation Consulting, Online Reputation Consulting

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