What are you doing to protect your reputation and brand online?

Brand names stand for something in our society today. When you hear brand names like Ralph Lauren, Ethan Allen, Rolex, Coach, Ritz Carlton, Sony, or Nordstrom’s; each is known for a level of quality in both products and services offered to their customers. Each works hard to protect their brand and maintain a top quality reputation.

We all know what happens when brand image gets compromised. The Audi unintended acceleration incident prompted by a 60 Minutes episode about the Audi 5000 in 1986 decimated the brand for many years. Even though the information was not correct, Audi still paid a dear price and it took years to rebuild their reputation.

Your reputation is everything and you must take steps to protect it. CarFolks.com is an online neighborhood where anonymous bloggers and complainers are stopped at the front gate. We have leveled the playing field and offer a voice to dealers who often have decades invested in their franchises and communities, and don’t get the recognition they deserve for the great service they provide their customers. CarFolks has changed the rules by implementing a new old fashioned idea called "the neighborhood."

Neighbors find ways to solve problems, deal with issues and learn to tolerate the few grouchies that always exist in every neighborhood. You can’t solve a problem unless you talk about it. In the CarFolks community no one is anonymous and all the neighbors are encouraged to resolve issues and watch out for each other. Consumers rate the dealers’ performance and then dealers have the ability to reply and fix the situation. This helps maintain quality ratings and often drives more customers to the higher performing auto retailers. Call today to start building and protecting your brand online.

Get started now with your advertising program on CarFolks. Call 877-292-6892 or email sales@carfolks.com

www.CarFolks.com

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