**A zebra with tusks and white text

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**BLOG 4**

**Forget about going “viral” and creating “buzz”! Read on, and stand out in a sea of marketing noise.**

In a world where social media platforms and digital marketing dominate our daily lives, the pursuit of going "viral" and creating a buzz has become somewhat of an obsession for many. We constantly see flashy headlines and eye-catching content promising overnight fame and success, enticing us to chase after the elusive dream of internet stardom.

**But what if I told you that there's a more meaningful and sustainable approach to making an impact in this digital age?**

In this article, we're going to explore the idea of forgetting about going "viral" and creating "buzz" and instead, focusing on something far more valuable in the long run: authentic conversations and online reviews.

So, if you're tired of the endless pursuit of virality and looking for a more fulfilling way to connect with your audience or promote your brand, read on.

Because, let’s face it...

Most of us are not Coca-Cola, Apple or Nike, with huge budgets allocated for ATL and BTL marketing campaigns. Think about famous Coca-Cola Christmas commercials.

As a rule, content that does go viral is created around topics of general interest that people can relate to. Around familiar themes and experiences that trigger emotional response, or really hit the nerve and all those „sore spots“.

In most cases, talking about your product or service won’t make your content viral. Unless it’s really delicious food, puppies and kittens, and so on. And even in these categories, the market is fairly saturated.

You may choose to hire an influencer. But make sure they share a common thread with what you are selling and that at least a part of their audience is your target group. Even then, they might fail to monetize their online popularity in your favour.

You cannot afford to take a definitive stance on any current affair. In today’s „cancel culture“ that luxury is reserved for private individuals.

Only brave companies are willing to seamingly shift the focus away from their product and service and play the long game through posting educational content.

The bravest will risk it and create dicey marketing campaigns. But, you should know that before any of those risky campaigns see the light of the day, they are being thoroughly tested with target audiences, which is, again, a costly endeavour.

Even if, on your quest for virality, you opt for going „down the rabbit hole“, you may find yourself enjoying a bit of short-lived fame and momentary attention.

**However, authentic conversations hold the key to building genuine connections, fostering trust, and leaving a lasting impact on your audience.**

**And, one of the best ways to keep authentic converstions going are online reviews.**

Online reviews play a pivotal role in the digital landscape, serving as a beacon of trust in a sea of marketing noise. When customers share their experiences with a product or service through online reviews, they provide valuable insights to potential buyers. These reviews offer a glimpse into real-life interactions, helping consumers make informed decisions. Here's how online reviews can foster lasting relationships with customers and help businesses thrive:

**Authenticity and transparency:** Positive online reviews showcase real people who have genuinely benefited from your products or services. This transparency builds trust, as consumers are more likely to believe fellow customers than polished marketing campaigns.

**Social proof:** Human beings are social creatures, and we often rely on the choices and experiences of others to guide our own decisions. Positive online reviews serve as social proof, assuring potential customers that they are making a wise choice by choosing your business.

**Establishing credibility:** As your business accumulates positive reviews, it establishes itself as a credible player in your industry. When customers see a consistent stream of satisfied customers, they are more likely to view your brand as a reliable and trustworthy option.

**Engaging with customers:** Engaging with customers through online reviews is an excellent way to show that you value their opinions and feedback. Responding to reviews, whether they are positive or negative, demonstrates your commitment to customer satisfaction and can turn a one-time buyer into a loyal customer.

**Constructive feedback loop:** Negative reviews, while initially daunting, can be turned into opportunities for improvement. When businesses address concerns raised in negative reviews professionally and proactively, it not only helps resolve the specific issue but also showcases your dedication to continuously enhancing your offerings.

**Building long-term relationships:** Positive online reviews often come from satisfied customers who are more likely to become repeat buyers. By nurturing these relationships, you can turn one-time customers into brand advocates who not only return for more but also refer your business to others.

**Enhanced search visibility:** Search engines consider online reviews as a ranking factor in local search results. **Having a substantial number of positive reviews significantly improves your visibility in search engines, making it easier for potential customers to find your business online.**

A great number of positive online reviews will indeed make your business stand out in a sea of marketing noise. However, positive online reviews are not easy to collect, as people are far more likely to share online the grievances they have with your business.

**That is, positive online reviews weren’t easy to collect before FastReview® entered the scene.**

In short, Fast Review is a solution for upgrading your online reputation and building lasting relationships with your customers that will stand the test of time.

**A solution I have initially come up with to address my own „sore spot“.**

So, instead of chasing the ever fleeting virality, I advise you to invest in cultivating a community of satisfied customers who will not only support your business but also help it thrive through their authentic feedback and online reviews.

And, I invite you to reach out to me for better understanding of what Fast Review is all about and how it can help your business truly stand out.

Thank you for reading, and please don’t be shy in the comment section.

Petar Aracic, CEO of Fast Review