

NEGATIVE ONLINE REVIEWS AND THE LAW

I am often asked by business clients what they can do if they receive a negative online review.

Generally, the Communications Decency Act protects host websites, such as Yelp and Angie's list, from liability. However, the actual author of the review could be held responsible for its defamatory or disparaging content. Untrue statements may be actionable, but mere opinions are usually not, as they are protected by the First Amendment.

The number of lawsuits in this field is increasing, as businesses seek to recover losses incurred from the potentially far-reaching effects of a defamatory online review. Keep in mind, though, that in some cases litigation can add notoriety to an otherwise obscure review. Litigation is most appropriate where the injured party can show proof of an actual monetary loss as a result of the review.



If you think you have a claim, seek the advice of an experienced attorney.

* Attorney Nicholas J. Linz, Gerbers Law, S.C., nlinz@gerberslaw.com

WHY SHOULD B2Bs USE SOCIAL MEDIA?

BECAUSE YOUR AUDIENCE IS.

Just about every demographic is represented, and social media has become an on-demand resource for people to get information, research products and seek advice.



BECAUSE YOU CAN BUILD PARTNERSHIPS.

You may not be selling a product or service directly to the end user, but you do have a voice as an expert in your industry. Regularly post related articles and information to develop connections with others in your industry. Creating a social media presence will help your company gain trust with the public and your clients.

BECAUSE IT CAN DO MORE THAN JUST MARKET.

Social media is quickly becoming an office productivity tool for employee teams including customer service. Many B2Bs are taking steps to get their customer service team connected, listening and responding. It's also valuable for generating sales leads and staying top of mind with potential new clients.

* Kristen Paquet, account executive, Leonard & Finco Public Relations, kpaquet@lfppublicrelations.com

GET REAL! ON SECOND THOUGHT ... DON'T.

When you're tired of the real world, today's cutting-edge marketers can spice things up. And, of course, sell you something along the way.

Augmented reality (or AR) is part reality and part fantasy. It uses a mobile device's camera to turn flat advertisements, packaging or billboards into interactive marketing executions.

Different from a QR code, AR adds an interactive component to the reality shown on your device's screen. It's like an overlay on the real world, allowing you to digitally manipulate messaging while connecting with a brand like never before.

How does it work? AR is a custom mobile app that is downloaded onto a device. It

activates when the camera sees that company's advertisement or label. Why use it? Like any marketing initiative, AR is designed to differentiate, be impactful and drive new business opportunities.

* Lance Peroutka, agency director/principal, Element, lance@goelement.com



WATCH THESE EXAMPLES OF AUGMENTED REALITY:

HEINZ

<http://www.youtube.com/watch?v=GbpISdh0IGU>

VOLKSWAGEN

<http://vimeo.com/33296885>