

LEAVE US A GOOGLE REVIEW

TTA is growing our online presence.

Please leave us a **Google review** — it only takes a minute and helps us grow our positive digital footprint.

Search TT Actuarial on Google: click “Reviews” then “Write a Review”.
Thank you for your support!

TTA FAMILY GROWING

We are pleased to congratulate Rebecca Neal, actuarial consultant, on the birth of her first baby girl. Mom and baby are doing well and Rebecca is back at work.



Contact Us

TT Actuarial Inc.

206 Laird Drive, Suite 208

Toronto, ON M4G 3W4

(416) 424-1765

administration@ttactuarial.ca

www.ttactuarial.ca

FOLLOW US on LinkedIn for more information on our team and services offered:

www.linkedin.com/company/tt-actuarial-inc/

WE WANT YOUR INPUT!

Your feedback is always appreciated. Please let us know what information you want to receive in our next newsletter.

Newsletter – Summer 2026

MANAGING YOUR ONLINE REPUTATION: A BUSINESS ESSENTIAL

A company's reputation is no longer shaped solely by customer interactions or traditional marketing. Today, potential customers, employees, partners, and investors often form their first impression online. Proactive management of your company's digital footprint is essential for protecting your brand and supporting business growth.

Why It Matters

Online reviews carry significant weight. Negative reviews, unanswered complaints, or outdated information can damage credibility. On the other hand, positive reviews and an active online presence help build trust and strengthen your competitive advantage.

Monitor What People Are Saying

Employers should regularly review their profiles on:

- Google,
- Glassdoor, and
- Indeed.

More broadly, employers should review their presence on social media platforms, industry-specific review sites, news articles, and online mentions. Monitoring these channels allows businesses to identify concerns early and respond before issues escalate.

Respond Professionally

Ignoring negative feedback rarely makes it disappear. A professional response demonstrates that your organization values feedback and is committed to improvement.

Authenticity is key. Businesses should focus on encouraging genuine feedback rather than attempting to influence or manipulate reviews.

Build a Positive Online Presence

Reputation management is not only about responding to criticism. It also involves creating and promoting positive content that reflects your organization's values and achievements. Consider:

- encouraging satisfied customers to leave reviews,
- sharing company news and accomplishments, and
- highlighting employee success stories.

A Long-Term Investment

In today's digital world, your online footprint is often your first impression. Taking control can help attract customers, recruit talent, and strengthen trust in your brand for years to come.

Support authentic feedback and leave us a **Google review** today!