**Internship Project  
  
BRAND REPUTATION MANAGEMENT STRATEGY**Submitted by: Amber Chhetri  
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Brand Reputation Plan Document

**1. Introduction**

Online reputation management (ORM) is essential for maintaining a positive brand image, building customer trust, and driving growth. This strategy focuses on real-time monitoring, proactive management, handling negative feedback, and cultivating positive sentiment.

**2. Objectives**

* Continuously monitor brand mentions across platforms.
* Respond swiftly and professionally to negative reviews.
* Encourage and amplify positive customer experiences.
* Build a loyal, engaged online community.
* Use insights to improve products/services and communication.

**3. Monitoring Strategy**

**A. Platforms to Monitor**

* Social media (Facebook, Twitter, Instagram, LinkedIn, TikTok)
* Review sites (Google Reviews, Yelp, Trustpilot, Amazon)
* Forums and communities (Reddit, Quora, industry-specific forums)
* Blogs and news websites
* Brand website comments and feedback forms

**B. Monitoring Frequency**

* **Real-time alerts** for critical mentions or reviews
* Daily or weekly reports for trend analysis.

**C. Tools for Monitoring**

* **Google Alerts** — free and basic mention tracking.
* **Mention** — monitors social media, forums, blogs, and news.
* **Brandwatch** or **Talkwalker** — advanced social listening and analytics.
* **Hootsuite** or **Sprout Social** — social media management with monitoring features.
* **ReviewTrackers** — specialized for tracking online reviews.

**4. Managing Negative Reviews**

**A. Principles**

* Respond promptly (within 24 hours).
* Stay calm, professional, and empathetic.
* Acknowledge the customer’s concern.
* Offer to take the issue offline or resolve it privately if complex.
* Avoid defensive or confrontational language.
* Learn from negative feedback to improve.

**B. Response Template Example**

Hi [Name],  
Thank you for your feedback. We're sorry to hear about your experience. We value your satisfaction and would like to make it right. Please contact us at [contact info] so we can assist you directly.  
Best regards,  
[Brand Team]

**C. Escalation Process**

* Identify severe issues (e.g., product safety, legal complaints).
* Escalate to customer service or management teams.
* Provide follow-up until resolution.

**5. Building Positive Sentiment**

**A. Encourage Reviews and Testimonials**

* Request reviews after purchase via email or SMS.
* Offer incentives or loyalty rewards (without violating platform policies).
* Feature positive reviews on the website and social media.

**B. Content Strategy**

* Share customer success stories.
* Highlight behind-the-scenes content showing brand values.
* Engage followers with interactive posts, polls, and Q&A.

**C. Community Engagement**

* Respond to comments and messages promptly.
* Show appreciation for positive mentions.
* Run social campaigns and contests to encourage sharing.

**6. Reporting and Analytics**

* Track metrics such as sentiment score, number of positive/negative mentions, response time, and review ratings.
* Use insights to refine communication, product development, and marketing campaigns.
* Monthly reports to management highlighting trends and actions taken.

**7. Crisis Management**

* Develop a crisis communication plan for major reputation threats.
* Identify spokespersons.
* Monitor social media intensively during crises.
* Provide clear, transparent updates and corrective actions.

**Recommended Tools Summary**

| **Purpose** | **Tool Examples** | **Notes** |
| --- | --- | --- |
| Brand Monitoring | Google Alerts, Mention, Brandwatch | Real-time mention tracking |
| Social Media Management | Hootsuite, Sprout Social | Schedule, monitor, engage |
| Review Management | ReviewTrackers, Trustpilot | Track and respond to reviews |
| Analytics & Reporting | Brandwatch, Talkwalker, Sprout | Sentiment analysis, reports |

**Conclusion**

A successful online reputation management strategy requires continuous monitoring, timely responses to negative feedback, proactive efforts to foster positive sentiment, and the use of appropriate tools. Regular analysis of data and feedback loops into business improvements will strengthen the brand’s online presence and customer loyalty.