

Step 1: Assess Your Current Brand Reputation

Do a [brand assessment](#) to see how your audience views you. Use it as your starting point to figure out what you are doing right and where you can improve.

To do this, review your customer feedback using [Agility PR's media monitoring tool](#). It covers every platform—social media, news, print, and blogs—unlike others that focus only on social media. Use this feature to get a more complete view of what is being said about your brand.

Then, filter the results by brand sentiment to easily categorize positive and negative reviews, making it easier to assess your current reputation.

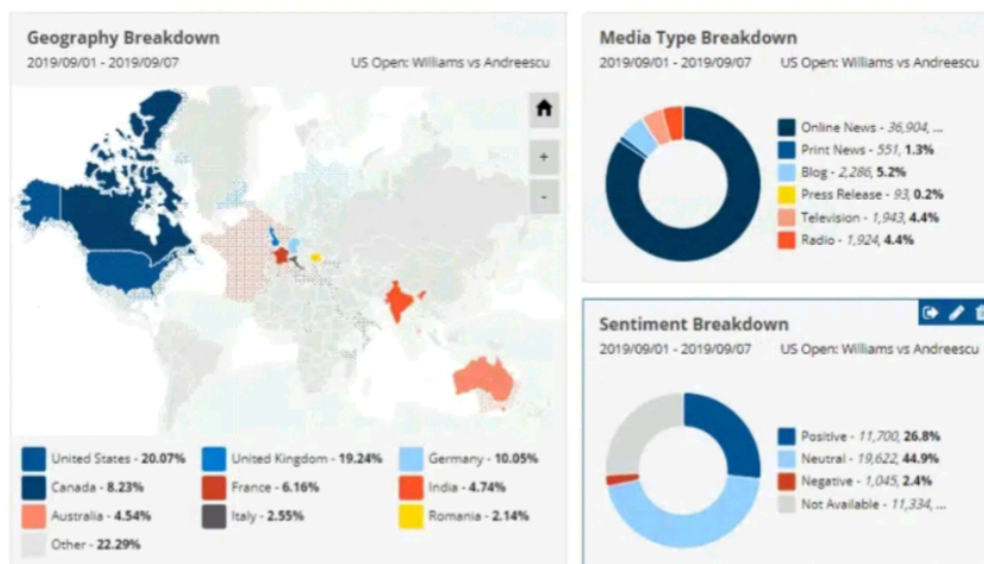
The screenshot shows the 'KEYWORD GROUP 1' section of the Agility PR media monitoring tool. It includes a 'Search Within' sidebar with options for Text, Headline, Lead, Body, and Images. The main area contains three filters: 'Contains all of these image entities - AND', 'Contains any of these image entities - OR', and 'Contains none of these image entities - NOT'. Each filter has a text input field for keywords or phrases and a 'virtual learning' button. A 'SWITCH' button is in the top right, and an 'ADD KEY' button is in the top right of the filter section.

Besides using reputation management software, employee feedback is also a goldmine since they interact with your customers daily and understand internal processes. Ask them what customers are saying and any common issues they notice.

You can conduct anonymous surveys to encourage them to also give their honest perception of your brand. If you have time, do one-on-one meetings to gather their feedback.

Step 2: Analyze The Data From Your Assessment

If you use [Agility PR](#), it automates reports to give you a data breakdown. Use them to see where your mentions come from and whether they are positive, negative, or neutral. You can also easily share the charts with your team to make this step seamless and keep everyone in the loop.



But that is just an overview to help you draw general insights. To dig deeper, you can categorize the feedback into positive reviews and negative comments. Use the sentiment filter to segment your reviews and organize your data easily.

Then, look for patterns in each category. Sort it by themes or issues to make it easier to spot the trends.

For positive feedback, identify what your customers enjoy about your brand. Meanwhile, For negative comments, pinpoint recurring issues.

Create an action plan on how to acknowledge the latter and resolve the former to improve your brand perception (more on this later).

For the analysis, think about [getting a virtual assistant](#). They can organize your data, spot patterns, and create custom reports. This way, you will have more time for big-picture tasks like product development.

Step 3: Develop Action Plans For Positive, Neutral, & Negative Feedback

Create specific tactics to handle different feedback types to prepare your company and team to manage your company's reputation effectively. Use these action plans to maintain a positive brand reputation, improve the customer experience, and [build an engaged online community](#).

Here's how to create a strong reputation management strategy:

1) Assign A Team Member To Track & Reply To Comments & Reviews

This can be the likes of a social media manager, a customer service representative, or a dedicated review management team.

Choose someone who is detail-oriented and understands your brand's voice. Also, it should be someone organized to make responding appropriately seamless.

Using [Social Media Marketing Management Tools](#) can further streamline the process by enabling efficient handling of feedback and ensuring prompt responses.

Here's how you can do it for different feedback types:

Positive Feedback: Get a social media assistant since they are already engaged with your online community and can quickly spot praise.

Neutral Feedback: Assign a customer service representative who can identify comments that may need further clarification or additional information.

Negative Feedback: Designate a senior team member or PR specialist who can recognize brewing serious issues that may require immediate attention.

2) Identify Which Mentions Need Your Attention

In today's world, trolls have somehow become a norm. This is not surprising, given that there are [2.9 billion active Facebook users](#) and [368 million active Instagram users](#) monthly. That is just 2 platforms, there are more. A portion of that is bound to cause some trouble.

These trolls want to spread negativity to harm your brand's reputation without a genuine cause. So ignore those and focus on genuine feedback from real interactions, whether positive or negative.

Here's what you should do:

- **Identify genuine feedback:** Genuine comments often include specific details about their interaction with your brand. Check their profile for authenticity—real profiles usually have a history of posts and interactions.
- **Spot Fake Reviews:** Troll comments often lack specific details and use overly negative language without substance. They might come from profiles with little to no activity or newly created accounts. Reviews that seem exaggeratedly negative or contain repetitive complaints across multiple accounts are also red flags.
- **Prioritize Responses:** If you can't respond to every review, prioritize based on impact. Respond to customer questions first, then address specific complaints, and notice positive reviewers. Look for reviews that mention serious issues or high-impact comments from influential users.

Then, set response criteria:

Positive Feedback: Always thank and share to reinforce customer relationships.

- **Example:** Thank you for your kind words! We're thrilled you loved our product. We'll share your review with our team.

Neutral Feedback: Provide clarifications or additional information to make them understand your products or services more to push them closer to a purchase decision.

- **Example:** Hi Jane! Our blue printed shirt is available in XS, S, M, L, & XL. Feel free to contact us if you have any more questions.

Negative Feedback: Address complaints promptly to show commitment to improvement and maintain trust with existing and potential customers.

- **Example:** We apologize for the issue you experienced with the product quality. Please email us at support@ourcompany.com so we can offer you a replacement or a full refund.

3) Select Who Defines The Company's Response To Issues

Choose a senior customer representative manager or PR specialist to define or outline how your company should respond to issues. They understand company policies and can craft well-informed responses based on that.

Once they define the types of responses, train your team to handle these issues effectively and know when to escalate to senior staff. For example, teach them to escalate complaints involving legal issues like safety violations or accusations of false advertising.

4) Make Use Of Positive Reviews

Highlight the strengths your customers point out to build a positive brand perception. You can also showcase customer satisfaction to build trust and attract potential buyers.

To do this, add a section on your homepage to show your glowing online reviews specifically. Use quotes and customer names to make them authentic.

Additionally, share positive comments on your social media accounts. You can create eye-catching posts with review snippets and tag satisfied customers. If you have newsletters, include monthly review highlights.

Another option is to add the reviews to your product pages. Show potential buyers real feedback to influence their purchase decisions.

5) Turn Neutral Reviews Into Positive Ones

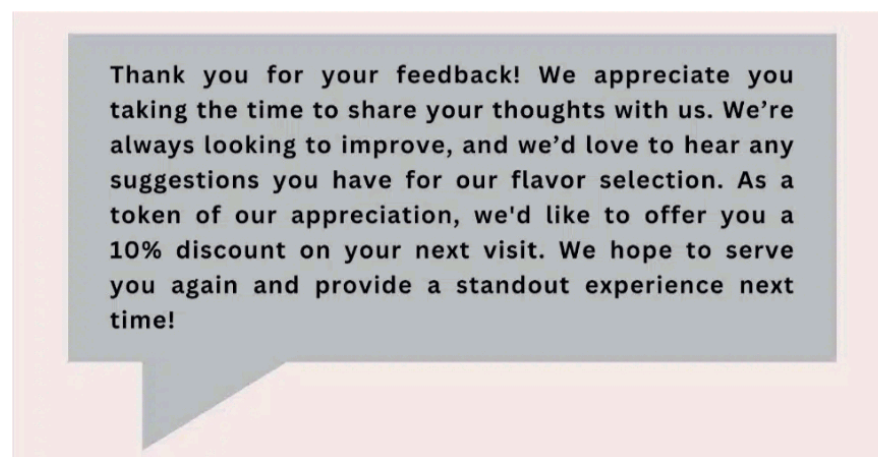
Neutral reviews offer insights that can help you refine your services. So pay attention to them to show your commitment to constant improvement.

How do you do this?

Respond promptly and thank the reviewer for their feedback. Then, address the issues they mentioned and offer a discount or freebie as a gesture of goodwill.

For example, you run a local business selling donuts and you receive this: "The store had a decent flavor selection, but nothing stood out. It was an okay experience."

You can reply with this:



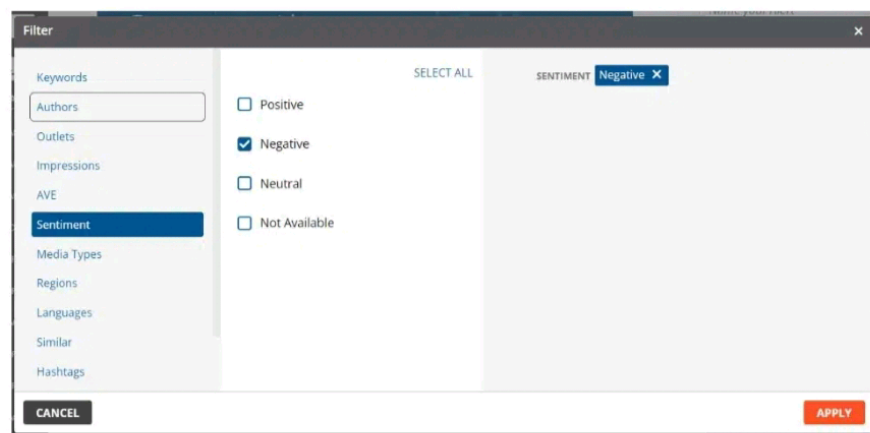
If the review is vague, ask for more details to understand their encounters with your brand better. This shows you value their input and how you are willing to turn their experiences into positive ones.

Step 4: Monitor & Adapt

You can only have an effective reputation management strategy if you are consistent. So continue to monitor your brand reputation or the sentiment around it.

Use Agility PR's "[Topic Alerts](#)" feature to make sure you are always updated when someone mentions your brand. You do not have to worry about the setup since the tool will walk you through it step-by-step, like this:

You can also use the "[Coverage Alerts](#)" feature to get email updates with results based on your chosen attributes, like this:



Additionally, use a spreadsheet to keep track of your progress. Include metrics like review scores, common feedback themes, and resolution times.

Meet with your team monthly to discuss the data. For example, if negative comments are up by 5 percent, identify the recurring issues. Are customers unhappy with a specific product or service? Discuss these patterns and brainstorm solutions to address them.

6 Must-Know Reputation Management Best Practices

Take note of how these best practices support your reputation strategy and plan with your team to implement it ASAP.

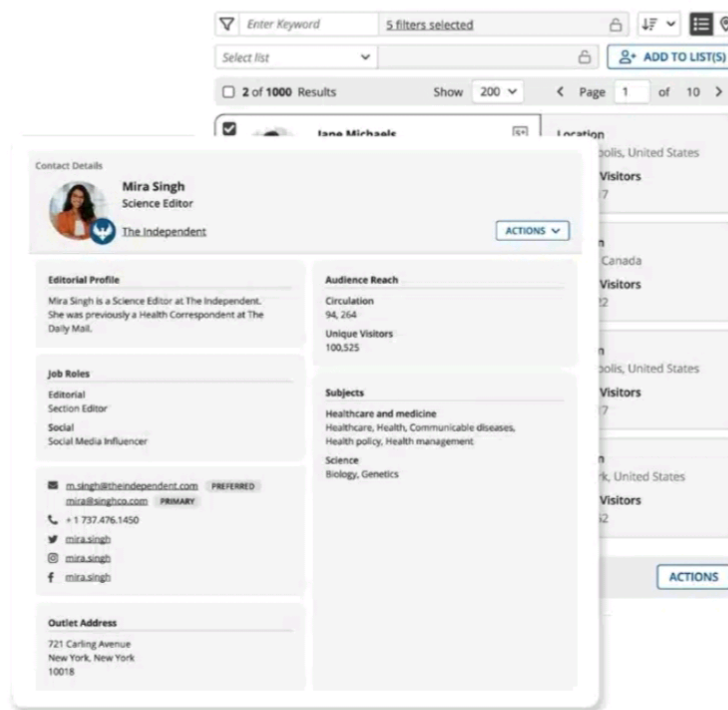
1) Be Proactive With Media Relations

Actively engage with journalists and media outlets not just when your brand image is in trouble. You should build relationships with them and share positive stories and updates about your company. This guarantees that positive news about your brand gets coverage to improve your public image.

In addition, use your good relationships with them to control the narrative when a problem does arise. For example, let's say a product recall happens. Your trusted journalists are more likely to share your side of the story accurately and sympathetically. You can leverage this to minimize the negative impact.

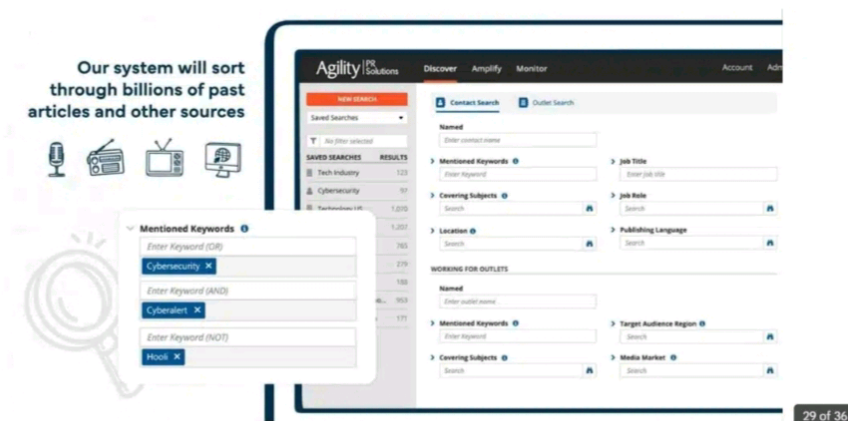
What You Should Do

Build your contact from [Agility PR's Media Database](#). It lets you refine searches with advanced filtering options like media type and location to find the most relevant media contact.



Here's how it works:

Agility PR Solutions – Media Database Tour



Use it to update your media list quarterly or 2x a year. Then, make sure to send them press releases, offer exclusive stories, or invite them to company events like product launches to help you build a positive brand image.

2) Use AI To Improve Your Customer Support

AI software can handle [70 percent](#) of customer inquiries.

What does that mean for you?

You can guarantee quick and efficient customer interactions. Consumers expect brands to be responsive, and chatbots help meet this expectation with instant support, which strengthens your brand's image and customer trust.

A great example of this is [Sephora](#) using its chatbot to give personalized product suggestions to users. With this, the company increases customer satisfaction and gets better brand perception.