

Brand Reputation Management – GlowMist

1. Documented Strategy

1.1 Introduction GlowMist is a skincare brand committed to natural, safe, and effective skincare products. In today's digital world, a brand's online reputation plays a critical role in consumer trust and business growth. This strategy outlines how GlowMist will monitor, manage, and improve its online reputation.

1.2 Objectives

- Proactively build a positive brand image
- Monitor and respond to customer feedback
- Handle negative reviews gracefully and professionally
- Improve customer loyalty through transparency and engagement

1.3 Monitoring Online Reputation

Tools to Monitor:

- Google Alerts: Track mentions of "GlowMist" online
- Social Mention: Monitor brand sentiment on social media
- Trustpilot & Google Reviews: Track reviews and ratings
- Hootsuite: Monitor Instagram and Facebook comments and DMs

Platforms to Watch:

- Instagram, Facebook, YouTube
- Google Reviews, Amazon, Flipkart
- Skincare blogs, Reddit, Quora

1.4 Handling Negative Reviews Step-by-Step Plan:

1. Respond within 24–48 hours
2. Be polite and thank them for feedback

3. Apologize and offer a resolution (e.g., refund, replacement)
4. Move the conversation to private (DM/email)
5. Follow up after resolving the issue

Response Example:

"Hi [Name], thank you for your feedback. We're sorry to hear about your experience and would love to make it right. Please DM us or email care@glowmist.com so we can assist you immediately."

1.5 Building Positive Sentiment

- Ask happy customers to leave reviews
- Share testimonials on social media
- Host Q&As, giveaways, and feature user content (UGC)
- Create engaging story polls, lives, and comment threads

1.6 Crisis Management Plan

- Prepare responses for common complaints (delays, reactions, etc.)
- Assign one team member for PR issues
- Post clarifications or apologies publicly if needed

2. Tools to Use

Tool	Purpose
Google Alerts	Track brand mentions
Social Mention	Monitor social sentiment
Trustpilot	Monitor and reply to reviews

Hootsuite	Manage and monitor social media
Canva	Create professional replies/testimonials
Gmail	Resolve issues privately with customers

Conclusion: Effective reputation management helps GlowMist build trust, improve customer loyalty, and maintain a strong public image. By using monitoring tools, positive engagement tactics, and prompt customer support, GlowMist can protect and enhance its brand reputation online.