**📑 Brand Reputation Management Strategy – EcoFriendly Products**

**1. Introduction 🌍**

A strong online reputation is critical for EcoFriendly Products. Customers make buying decisions based on reviews, social media presence, and brand credibility. Managing online reputation ensures trust, loyalty, and growth.

**2. Monitoring Online Reputation 🕵‍♂**

Tools & practices to track brand mentions and reviews:

Google Alerts → Get notifications when brand is mentioned online

Hootsuite / Buffer → Monitor social media engagement

Social Mention → Track sentiment analysis (positive/negative mentions)

Trustpilot / Yelp / Google Reviews → Review management platforms

**3. Handling Negative Reviews 👎**

1. Acknowledge quickly – Respond within 24 hours.

2. Stay polite and empathetic – Example: “We’re sorry you faced this issue. Please DM us so we can resolve it quickly.”

3. Offer solutions – Refunds, replacements, or discounts when appropriate.

4. Take it offline – Move sensitive conversations to email or phone.

5. Follow up – Ensure the customer is satisfied after resolution.

**4. Building Positive Sentiment 👍**

Encourage happy customers to leave reviews (via email follow-ups).

Share user-generated content (UGC) → Customer photos & testimonials.

Run engagement campaigns (e.g., #EcoWarriorOfTheWeek).

Collaborate with eco-influencers for credibility.

Publish success stories and eco impact reports.

**5. Crisis Management Plan 🚨**

Steps to handle PR crises (e.g., negative viral post):

1. Identify the issue immediately (via monitoring tools).

2. Acknowledge publicly if needed.

3. Release an official statement clarifying facts.

4. Take corrective action and update customers.

5. Evaluate & learn from the crisis to avoid recurrence.

**6. Tools to Use 🛠**

Google Alerts (brand mentions)

Hootsuite / Buffer (social media monitoring)

Sprout Social (sentiment analysis)

Trustpilot / Google My Business (review management)

Canva (create positive PR content & responses)

**7. Success Metrics 📊**

Average review rating (e.g., 4.5+ stars)

Number of positive vs. negative mentions monthly

Response time to reviews & comments

Sentiment score improvement over time

Growth in customer testimonials & UGC