Online Reputation Management (ORM) Strategy

# 1. Objectives

- Protect and enhance the brand’s image across digital channels.  
- Quickly identify and address negative reviews, complaints, or misinformation.  
- Build and amplify positive sentiment from satisfied customers.  
- Maintain transparency and trust with the audience.

# 2. Monitoring Online Reputation

## What to Monitor

- Brand Mentions: Direct mentions of your brand, products, or key personnel.  
- Reviews: Ratings and comments on platforms (Google Reviews, Yelp, Trustpilot, Amazon, app stores).  
- Social Media Conversations: Twitter/X, Facebook, Instagram, TikTok, LinkedIn.  
- Forums & Blogs: Reddit, Quora, industry blogs.  
- News Coverage: Online articles, press coverage, and industry publications.

## Tools to Use

- Google Alerts (free) – Monitor brand mentions across the web.  
- Hootsuite / Sprout Social – Social media monitoring and engagement.  
- Brandwatch / Mention / Talkwalker – Deeper social listening and sentiment analysis.  
- Reputation.com / Birdeye – Review management and customer feedback aggregation.  
- SEMrush / Ahrefs – Track SEO, backlinks, and negative keyword associations.

# 3. Managing Negative Reviews & Feedback

## Action Plan

1. Acknowledge Quickly – Respond within 24–48 hours.  
2. Stay Professional – Thank the reviewer, apologize if appropriate, and avoid defensive language.  
3. Take it Offline – Provide a contact (email/phone) to resolve the issue privately.  
4. Offer Resolution – Refund, replacement, or corrective action if necessary.  
5. Follow Up – Once resolved, politely ask if the customer can update or reconsider their review.

## Example Response Framework

- Thank: “Thank you for sharing your experience…”  
- Acknowledge: “We’re sorry to hear you faced this issue…”  
- Solution: “Please reach out at [email/contact] so we can resolve this immediately.”

## Tools

- Zendesk / Freshdesk – Customer support and ticketing.  
- Birdeye / Podium – Centralized review response.  
- ChatGPT-powered draft assistant – To craft polite, empathetic responses.

# 4. Building Positive Sentiment

## Strategies

- Encourage Happy Customers to Review  
 • Automate post-purchase review requests (via email or SMS).  
 • Provide incentives (discounts, loyalty points, exclusive content).  
  
- Leverage User-Generated Content (UGC)  
 • Share customer stories, testimonials, and product photos on social media.  
  
- Thought Leadership  
 • Publish blogs, LinkedIn posts, and industry insights to establish credibility.  
  
- Influencer & PR Outreach  
 • Collaborate with influencers or industry voices to boost positive exposure.  
  
- Community Engagement  
 • Engage actively in forums, groups, and social platforms where your audience hangs out.

## Tools

- Trustpilot / Yotpo / Birdeye – Collect & display reviews.  
- Canva / Adobe Express – Turn testimonials into branded social content.  
- BuzzSumo – Find influencers and trending topics.

# 5. Crisis Management Protocol

1. Detection – Use monitoring tools for real-time alerts.  
2. Assessment – Identify severity (minor complaint vs viral backlash).  
3. Response Team – Assign spokesperson(s) for consistent messaging.  
4. Public Statement – If serious, issue a transparent apology and outline corrective measures.  
5. Post-Mortem – Document the incident, lessons learned, and improvements.

## Tools

- Slack / Microsoft Teams – Internal communication during crises.  
- Notion / Confluence – Document crisis playbooks and learnings.

# 6. Key Metrics to Track

- Review scores (Google, Yelp, Trustpilot, etc.).  
- Sentiment analysis (positive vs negative mentions).  
- Social engagement (shares, comments, sentiment).  
- Share of voice (vs competitors).  
- Crisis response time.  
- Customer satisfaction (CSAT) & Net Promoter Score (NPS).