

BRAND REPUTATION MANAGEMENT

1. Overview

This strategy explains how **GlowSkin Organics** can monitor, protect, and improve its online reputation. It includes steps for managing negative reviews and building a positive brand image.

2. Monitoring the Brand

- Check social media comments daily (Instagram, Facebook, TikTok).
 - Monitor reviews on Google, Amazon, and website feedback.
 - Use basic tools like Google Alerts to track mentions of the brand name.
 - Review competitor reputation to understand customer expectations.
-

3. Handling Negative Reviews:

- Respond quickly (within 24 hours).
 - Stay polite and professional.
 - Apologize briefly if needed and offer a solution.
 - Move the conversation to DM or email if it requires more details.
 - After resolving the issue, politely ask the customer if they would like to update their review.
-

4. Encouraging Positive Sentiment

- Ask customers to leave reviews on their purchase .
 - Repost customer testimonials on Instagram stories.
 - Share user-generated content (before & after skincare photos).
 - Run small giveaways or discount codes to build loyalty.
 - Post helpful skincare tips to create trust and value.
-

5. Tools to Use:

- **Google Alerts** – to track brand mentions.
 - **Buffer** – to watch comments and schedule posts.
 - **Canva** – to design positive posts.
 - **Instagram Insights** – to monitor engagement.
 - **Google My Business** – to manage reviews.
-

6. Conclusion

This strategy helps GlowSkin Organics stay aware of customer opinions, respond properly to negative feedback, and build a strong, positive online presence.