

# 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.

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## 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.
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## 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.
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## 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.
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## **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.
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## **6. Conclusion**

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