Brand Reputation Management (BRM) Strategy – AnCzz Fashion

# 1. Deliverables (What to submit)

1. BRM Strategy Document (DOCX/PDF)  
2. Monitoring & Implementation Checklist (Google Sheet / Excel)  
3. Response Templates (included in this doc)  
4. Optional: Screenshots of monitoring setup

# 2. Simple 5-step Action Plan (what you must do)

Follow these exact actions to complete Task-4 quickly:

A. Set up monitoring tools:  
 - Create Google Alerts for: "AnCzz Fashion", "AnCzz", "anczzfashion"  
 - Enable notifications on Instagram, Facebook, and Google Business Profile  
B. Create a Monitoring Sheet (use the provided checklist file) and add columns: Date, Source, Link, Snippet, Sentiment, Severity, Assigned, Public Reply, Private Follow-up, Response Time, Resolution  
C. Prepare and paste response templates (below) into a 'Templates' tab in your sheet  
D. Run the first 7-day monitoring: capture 5 mentions and practice replying using templates  
E. Export DOCX and share link on GitHub / LinkedIn (mention CodTech IT Solutions)

# 3. Tools to use (quick)

Free: Google Alerts, Google Business Profile, Native app notifications  
Paid/Optional: Mention/Brand24, Hootsuite/Sprout Social, ReviewTrackers

# 4. Response Templates (copy & use)

Public reply - negative review:  
Hi [Name], we’re sorry to hear about your experience. This isn’t our standard. Please DM us your order number or email support@anczzfashion.com so we can resolve it quickly. — AnCzz Team

Private message / email after public reply:  
Hi [Name], I’m [Your Name] from AnCzz support. I’m sorry for [issue]. Please share your order # and preferred resolution (refund/replacement). I’ll update you within 24 hours.

Public reply - positive review:  
Thank you, [Name]! We’re so glad you loved it. Share a photo with #AnCzzStyle and we might feature you!

Holding statement (for crisis):  
We’re aware of reports about [issue]. The safety and satisfaction of our customers is our top priority. We are investigating and will share updates shortly. For urgent help: support@anczzfashion.com.

# 5. Simple Escalation Steps

1. Community Manager responds publicly within 24 hours  
2. If medium severity, escalate to Support and Brand Manager within 12 hours  
3. If high/crisis (data breach, safety), activate crisis team: Brand Manager + Legal + Dev + PR and publish holding statement

# 6. Quick KPIs (what to report)

- Average review rating  
- # mentions (pos/neu/neg)  
- First response time  
- Resolution rate  
- Monthly sentiment trend

# 7. How to present (simple)

1. Save this DOCX as BRM\_Strategy\_AnCzz.docx  
2. Save the checklist Excel and upload both to GitHub  
3. Post on LinkedIn: short caption + attach PDF and tag/hashtag CodTech IT Solutions  
  
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