📄 ONLINE REPUTATION MANAGEMENT (ORM) STRATEGY

### 🔷 1. OBJECTIVE

To build, monitor, and protect the brand’s online reputation by actively listening, responding to feedback, addressing negative sentiment, and promoting positive brand perception. ORM (Online Reputation Management) is a continuous process that involves identifying, influencing, and managing how your brand is perceived on the internet. It goes beyond just monitoring reviews and includes shaping public sentiment, developing customer trust, and protecting brand integrity.

Key components of ORM include:

* Monitoring brand mentions across digital platforms
* Engaging with customers and followers actively
* Addressing misinformation or crises promptly
* Amplifying positive stories and testimonials

### 🔷 2. MONITORING TOOLS & METHODS

| **Activity** | **Tools** | **Frequency** | **Responsible Team** |
| --- | --- | --- | --- |
| Social Listening | Brand24, Mention, Sprout Social | Daily | Social Media Team |
| Review Monitoring | Google Alerts, Yelp, Trustpilot, GMB | Daily | Customer Service |
| Media & Blog Mentions | BuzzSumo, Google Alerts | Weekly | PR Team |
| Sentiment Analysis | Hootsuite Insights, Talkwalker | Weekly | ORM Specialist |

**Implementation Tips:**

* Set up Google Alerts for your brand and product names
* Use sentiment dashboards to spot patterns in customer emotion
* Schedule weekly meetings to review insights and adjust tactics

### 🔷 3. STRATEGY TO HANDLE NEGATIVE REVIEWS

**Step-by-Step Protocol:**

1. **Monitor:** Use automated alerts and tools to catch negative feedback in real time.
2. **Acknowledge Promptly:** Respond publicly within 24 hours. Be empathetic and professional; avoid defensive or aggressive language.
3. **Investigate Internally:** Understand the customer’s journey, purchase details, and pain points before responding.
4. **Public Response (If Needed):** Address the core issue, apologize sincerely, and provide a solution. Offer to continue the conversation offline to show accountability.
5. **Resolve & Follow-Up:** Keep the customer informed about resolution steps. Once resolved, ask for feedback and encourage an updated review.
6. **Log & Track Issues:** Document all incidents and resolutions in a CRM or ORM tracking system.

**Response Template Example:**

"Hi [Name], thank you for your feedback. We're sorry to hear about your experience and would love the opportunity to make it right. Please contact us at [email/phone] so we can resolve this together."

**Long-Term Practices:**

* Create an internal playbook for review response tone and structure
* Train customer service teams in digital etiquette and empathy
* Use recurring reports to identify common issues for product/service improvement

### 🔷 4. STRATEGY TO BUILD POSITIVE SENTIMENT

| **Activity** | **Description** | **Frequency** |
| --- | --- | --- |
| Encourage Reviews | Request happy customers to leave reviews via email, SMS, and post-purchase prompts | After each transaction |
| Engage on Social Media | Actively respond to comments, share user-generated content, run interactive posts like polls or Q&As | Daily |
| Influencer Collaboration | Partner with trusted influencers for product reviews, tutorials, or experience videos | Monthly |
| PR Campaigns | Highlight community involvement, CSR initiatives, awards, and achievements | Quarterly |
| Customer Spotlights | Share authentic testimonials, case studies, and behind-the-scenes stories | Weekly |

**Enhancement Strategies:**

* Reward loyal customers with loyalty points or features in brand stories
* Host online events, giveaways, or webinars
* Create a brand ambassador program

### 🔷 5. ONLINE REPUTATION SCORECARD

Use this to track progress monthly:

| **Metric** | **Target** | **Current Status** |
| --- | --- | --- |
| Average Review Rating | 4.5+ | [Insert] |
| Response Time to Negative Reviews | <24 hrs | [Insert] |
| Positive Mentions per Month | 50+ | [Insert] |
| Social Sentiment (Net Positive %) | 70%+ | [Insert] |
| Customer Retention Rate | 85%+ | [Insert] |
| Brand Trust Score (via survey) | 80%+ | [Insert] |

### 🔷 6. TOOLS RECOMMENDED

* **Review Monitoring**: Google My Business, Trustpilot, Yelp, Facebook Reviews
* **Social Listening**: Sprout Social, Brandwatch, Mention, Meltwater
* **Sentiment Analysis**: Talkwalker, Awario, Lexalytics
* **Engagement & Scheduling**: Hootsuite, Buffer, Zoho Social
* **Crisis Management**: Notion, Trello, Monday.com for tracking tasks & responses
* **Survey Tools**: Typeform, SurveyMonkey (for trust score collection)

**Note:** Choose tools based on your brand’s scale and budget.

### 🔷 7. CRISIS MANAGEMENT PROTOCOL

1. **Identify the Issue:** Monitor sudden spikes in mentions, sentiment drops, or viral complaints.
2. **Pause Scheduled Posts:** Stop non-essential social or ad content to avoid tone mismatch.
3. **Internal Alert:** Notify all relevant departments, including legal, PR, and customer care.
4. **Draft an Official Statement:** Keep it clear, factual, and empathetic. Update as more information becomes available.
5. **Deploy Spokesperson:** Choose a consistent and trained representative for public messaging.
6. **Engage the Audience:** Respond to comments where appropriate; acknowledge the situation without defensiveness.
7. **Post-Crisis Review:** Debrief, analyze what went wrong, and adjust your protocols.