Brand Reputation Management Strategy

# 1. Introduction

Online Reputation Management (ORM) involves monitoring, influencing, and maintaining the perception of a brand on digital platforms. In today's digital age, a brand’s online reputation can significantly impact consumer trust, buying decisions, and long-term success.

# 2. Goals of Reputation Management

- Maintain a positive brand image  
- Quickly address negative feedback  
- Promote positive user-generated content  
- Build trust and credibility among consumers

# 3. Monitoring Brand Reputation

Tools to Use:

- Google Alerts – Track brand mentions across the web

- Social Mention – Real-time social media tracking

- Hootsuite / Sprout Social – Social media listening and scheduling

- Trustpilot / G2 / Yelp – Monitor customer reviews

- Google My Business – Track and respond to local reviews

Steps:

- Set up alerts for brand name, products, key team members  
- Monitor hashtags and mentions across platforms  
- Track competitor reviews for insights

# 4. Handling Negative Reviews

Action Plan:

- Acknowledge the review quickly, ideally within 24 hours  
- Stay polite and professional  
- Move the conversation offline if necessary  
- Offer a solution or refund if justified  
- Follow-up with the customer

Example Response:

"Hi [Name], thank you for your feedback. We're sorry to hear about your experience. We'd love to resolve this – please email us at [email]."

# 5. Encouraging Positive Sentiment

- Request satisfied customers for reviews  
- Showcase user-generated content (UGC)  
- Run referral and loyalty programs  
- Share brand values and CSR activities  
- Highlight positive media coverage

# 6. Crisis Management Plan

- Assign internal team roles  
- Prepare standard response templates  
- Use a communication calendar  
- Monitor post-resolution impact

# 7. Measuring Reputation

Key Metrics:

- Average star rating (Google, Yelp)  
- Sentiment analysis score  
- Social media engagement rate  
- Share of positive vs. negative mentions  
- Customer satisfaction score (CSAT)

# 8. Checklist of Tools to Use

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| Purpose | Tool |
| Monitoring mentions | Google Alerts, Mention |
| Social listening | Hootsuite, Sprout Social |
| Review management | Trustpilot, Yelp, GMB |
| Sentiment analysis | Brand24, Talkwalker |
| Analytics | Google Analytics, SEMrush ORM |