

INTERNSHIP TASK – 4

BRAND REPUTATION MANAGEMENT STRATEGY

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Internship Program: Digital Marketing Internship

Task Title: Brand Reputation Management

Brand Selected: Zomato

1. INTRODUCTION

Brand Reputation Management (BRM) is the process of monitoring and improving how a brand is perceived online. For a food delivery brand like Zomato, maintaining a positive reputation is important to retain customers, handle complaints, and build trust.

2. OBJECTIVES OF BRAND REPUTATION MANAGEMENT

- Monitor Zomato's online reputation
- Handle negative customer reviews effectively
- Improve customer trust and satisfaction
- Build positive brand sentiment
- Increase customer loyalty

3. PLATFORMS TO MONITOR

- Google Reviews
- Play Store & App Store reviews
- Twitter (X)
- Instagram
- Facebook
- Food blogs & forums
- Customer support emails

4. ONLINE REPUTATION MONITORING STRATEGY

a) Regular Monitoring

- Check reviews and comments daily
- Track customer complaints and feedback
- Identify recurring issues

b) Social Listening

- Monitor keywords like “Zomato delivery issue”, “Zomato review”
- Track brand mentions and customer sentiment

5. HANDLING NEGATIVE REVIEWS

Step-by-step process:

1. Respond quickly and politely
2. Apologize for inconvenience
3. Understand the customer issue
4. Provide solution or compensation
5. Take the conversation to DM or email
6. Follow up to ensure satisfaction

Example Response:

“We’re sorry for the inconvenience caused. Please DM us your order details so we can resolve this issue quickly.”

6. BUILDING POSITIVE BRAND SENTIMENT

- Encourage happy customers to leave reviews
- Share customer testimonials
- Offer quick customer support
- Run engagement campaigns
- Share success stories and milestones

7. CONTENT STRATEGY FOR REPUTATION MANAGEMENT

- Customer success stories
- Promotional and engagement posts
- FAQ and problem-solving posts
- Social media polls and contests
- Behind-the-scenes content

8. TOOLS USED FOR BRAND REPUTATION MANAGEMENT

- Google Alerts
- Hootsuite
- Sprout Social
- Brand24
- App review monitoring tools

9. PERFORMANCE METRICS (KPIs)

- Review ratings
- Response time
- Customer sentiment score
- Engagement rate
- Number of brand mentions

10. BRAND REPUTATION MANAGEMENT CHECKLIST ✓

- Monitor customer reviews
- Track social media mentions
- Respond to complaints quickly
- Maintain polite communication
- Encourage positive reviews
- Analyse feedback regularly

11. CONCLUSION

Effective Brand Reputation Management helps Zomato maintain a strong brand image, improve customer satisfaction, and build long-term customer trust through consistent monitoring and professional communication.