## **IVY Brand Reputation Management Strategy**

### **1. Objectives**

* Continuously monitor online conversations and reviews.
* Respond to negative reviews with empathy and resolution.
* Promote positive experiences and feedback to build brand trust.
* Maintain a consistent, transparent, and proactive online presence.

### **2. Monitoring Strategy**

#### **Tools to Use**

| **Tool** | **Purpose** |
| --- | --- |
| **Google Alerts** | Track mentions of the brand and related keywords. |
| **Hootsuite / Sprout Social** | Monitor social media mentions, schedule content. |
| **Brand24 / Mention** | Real-time brand tracking and sentiment analysis. |
| **Trustpilot / Google Reviews** | Monitor and respond to customer reviews. |
| **BuzzSumo** | Track blog posts and influencer mentions. |

#### **Monitoring Channels**

* Instagram, Facebook, Pinterest, X (Twitter)
* Google Reviews, Trustpilot, e-commerce platforms
* Fashion blogs, forums, Reddit
* Email feedback and chat support interactions

### **3. Handling Negative Reviews**

#### **Response Strategy**

| **Step** | **Action** |
| --- | --- |
| 1 | **Acknowledge within 24 hours** – Be empathetic and polite. |
| 2 | **Move conversation private** – DM or email to discuss further. |
| 3 | **Resolve quickly** – Offer refund, exchange, or clarification. |
| 4 | **Follow up** – Confirm satisfaction and thank the customer. |
| 5 | **Close the loop publicly** – Reinforce transparency and service. |

#### **Example Response**

“We’re sorry for your experience, [Name]. Please DM us with your details — we’ll make it right.”

### **4. Crisis Management Plan**

| **Stage** | **Action** |
| --- | --- |
| **Preparation** | Draft standard responses for common complaints. |
| **Detection** | Use tools to detect spikes in negative sentiment or viral issues. |
| **Containment** | Pause scheduled posts, assign a spokesperson, and prepare statements. |
| **Resolution** | Address the issue transparently, offer solutions, and apologize if needed. |
| **Post-Review** | Conduct an impact review and update SOPs accordingly. |

### **5. Building Positive Sentiment**

#### **Proactive Approaches**

| **Tactic** | **Example** |
| --- | --- |
| Post-purchase review emails | “Loved your IVY look? Tell us how we did!” |
| UGC & customer features | #MyIvyStyle, IG stories, monthly spotlights |
| Influencer collaborations | Partner with ethical fashion voices |
| Sustainability storytelling | Behind-the-scenes videos, process transparency |
| Surprise gifts & loyalty | Send handwritten notes, early access invites |

### **6. Engagement & Community Building**

* Reply to every customer comment and message within 24 hours.
* Repost user-generated content with proper credit.
* Create weekly polls, quizzes, and styling Q&As.
* Launch challenges or giveaways based on themes like #IVYSummerLooks.

### **7. Key Metrics to Track**

| **Metric** | **Purpose** |
| --- | --- |
| **Sentiment Score** | Understand general tone of mentions |
| **Net Promoter Score (NPS)** | Track customer loyalty and likelihood to recommend |
| **Average Review Rating** | Measure satisfaction over time |
| **Issue Resolution Time** | Identify customer service efficiency |
| **Social Engagement Rate** | Gauge emotional connection and brand interest |

### **8. Team Roles and Responsibilities**

| **Role** | **Responsibility** |
| --- | --- |
| **Brand Manager** | Strategy development, oversight, and decision-making |
| **Social Media Manager** | Daily monitoring, responses, and engagement |
| **Customer Service Team** | Handle complaints, returns, and follow-ups |
| **Content & PR Team** | Craft responses, build stories, and manage crises |

### **9. Review and Optimization Cycle**

| **Frequency** | **Activity** |
| --- | --- |
| **Weekly** | Monitor mentions, sentiment, and response times |
| **Monthly** | Analyze reviews and community engagement trends |
| **Quarterly** | Conduct surveys, update strategy, and train team |

### ✅ **Conclusion**

A strong brand reputation isn’t built overnight — it’s earned through listening, acting with empathy, and celebrating customer stories. With consistent monitoring and thoughtful engagement, IVY can cultivate a trusted and admired presence in the ethical fashion space.