**CODTECH INTERNSHIP – TASK 4**

–Brand Reputation Management

* **Brand:** Glowify – Natural Skincare Brand

**Objective:**

To build and maintain a positive online reputation for Glowify by actively monitoring mentions, responding to feedback, addressing negative reviews, and promoting positive sentiment through strategic communication.

**1. Reputation Monitoring Tools**

* **Google Alerts:** To track brand mentions across the web.
* **Social Mention & Brand24:** Real-time monitoring of social media and blog discussions.
* **Google My Business & Review Sites:** Monitor customer reviews on platforms like Google, Amazon, Nykaa, and Flipkart.
* **Trustpilot & Yelp (if applicable):** Collect and respond to external feedback.

**2. Strategy to Handle Negative Reviews**

**Quick Response Time:** Respond to all negative reviews within 24 hours.

**Polite Acknowledgement:** Thank the reviewer and apologize genuinely.

**Take Conversations Offline:** Offer to resolve the issue via email or phone.

**Follow-Up:** After resolving, politely request the customer to update their review if they’re satisfied.

**Example Response Template:**

> "Hi [Name], we’re truly sorry to hear about your experience. We value your feedback and would love to make this right. Kindly reach out to us at care@glowify.in so we can assist you further."

**3. Building Positive Sentiment**

1. **Encourage Happy Customers to Leave Reviews:** Send post-purchase follow-up emails.
2. **Leverage User-Generated Content:** Repost skincare routines, testimonials, and results shared by customers.
3. **Influencer Partnerships:** Collaborate with beauty influencers to build brand trust.
4. **Respond to All Reviews (Positive/Neutral):** Show appreciation for feedback and encourage loyalty.

**4. Communication Tone & Brand Persona**

Friendly, respectful, and professional.

Emotionally intelligent — especially when dealing with complaints.

Always solution-oriented and transparent.

**5. Documentation & Reporting**

* Maintain a Monthly Reputation Report covering:
* Number of mentions and sentiment analysis
* Top positive and negative reviews
* Actions taken to resolve issues
* Review rating progress (e.g., 4.2 → 4.6 stars)
* **Tools to Use**

| **Tool** | **Purpose** |
| --- | --- |
| Google Alerts | Track mentions across blogs and news |
| Brand24 | Social media monitoring |
| Canva | Design positive sentiment visuals |
| Hootsuite | Schedule positive customer stories |
| Excel/Sheets | Reputation tracking & reporting |