TASK 4

Brand Reputation Management Strategy

# 1. Strategy Overview

The goal is to build trust, manage perception, and respond proactively to both negative and positive mentions across online platforms.

# 2. Tools for Monitoring & Management

- Social Media Listening: Hootsuite, Brand24, Mention  
- Review Monitoring: Google Alerts, Trustpilot, G2  
- Sentiment Analysis: Sprout Social, Brandwatch  
- Crisis Response Planning: Trello + Slack  
- Customer Feedback Analysis: SurveyMonkey, Typeform

# 3. Monitoring Reputation Online

- Set Google Alerts for the brand name  
- Monitor brand mentions across Instagram, Twitter (X), LinkedIn, YouTube  
- Track review platforms like Google Reviews, Amazon, Flipkart  
- Use sentiment analysis tools to classify public mood (positive, negative, neutral)

# 4. Handling Negative Reviews

Step-by-Step Response Plan:  
1. Respond within 24 hours  
2. Stay polite and empathetic  
3. Move the conversation offline  
4. Follow-up with the customer  
5. Learn and improve

5. Building Positive Sentiment

- Repost user-generated content (UGC)  
- Feature positive customer stories or testimonials  
- Launch “Surprise & Delight” campaigns  
- Collaborate with influencers  
- Encourage happy customers to leave reviews

# 6. Reputation Growth Plan (Monthly)

Week 1: Set up monitoring tools and alerts  
Week 2: Reply to recent negative comments  
Week 3: Launch UGC campaign  
Week 4: Publish a customer testimonial video

# 7. Crisis Management Blueprint

- Have a pre-approved response kit  
- Assign roles (PR, social media, tech support)  
- Create quick-turnaround content  
- Maintain transparent communication

# Deliverable Summary

- Documented Strategy ✅  
- List of Tools to Use ✅  
- Step-by-step Action Plan ✅  
- Templates for Review Handling ✅