Here is a **Comprehensive Online Reputation Management (ORM) Strategy** designed to monitor, manage, and improve a brand’s online presence — including how to respond to negative feedback and foster positive engagement.

**📘 DOCUMENTED STRATEGY: ONLINE REPUTATION MANAGEMENT (ORM)**

**🔍 OBJECTIVES**

* Monitor what is being said about the brand online.
* Address and resolve negative feedback promptly.
* Build and promote a positive brand image.
* Use ORM insights to improve customer experience and business strategies.

**1. ✅ REPUTATION MONITORING STRATEGY**

**A. Channels to Monitor**

* **Search Engines:** Google (brand queries, image results)
* **Social Media:** Facebook, Twitter, Instagram, LinkedIn, TikTok
* **Review Platforms:** Google Reviews, Yelp, Trustpilot, Glassdoor, TripAdvisor
* **News & Blogs:** Brand mentions in media and niche publications
* **Forums/Communities:** Reddit, Quora, niche forums

**B. Tools to Use**

| **Tool** | **Purpose** |
| --- | --- |
| **Google Alerts** | Monitor new web mentions |
| **Brand24 / Mention / Talkwalker** | Track mentions across the web and social media |
| **Hootsuite / Sprout Social** | Monitor and respond to social media messages |
| **Reputology / ReviewTrackers** | Aggregate and manage online reviews |
| **SEMrush Brand Monitoring** | Detect SEO-impacting mentions |
| **Google My Business** | Respond to local business reviews directly |

**2. ⚠️ HANDLING NEGATIVE REVIEWS**

**A. Response Strategy**

* **Acknowledge:** Respond quickly and respectfully
* **Apologize:** Show empathy, even if the issue wasn’t your fault
* **Act:** Offer to resolve the issue or take the conversation offline
* **Amend:** Follow up if applicable, and update resolution in public comment

**B. Best Practices**

* Never ignore or delete genuine negative reviews.
* Avoid arguments — stay polite and factual.
* Have a dedicated person/team trained in tone and response handling.
* Escalate critical issues (e.g., legal accusations, crisis PR) to management.

**3. 🌟 BUILDING POSITIVE SENTIMENT**

**A. Proactive Engagement**

* Regularly interact with your audience on social media.
* Thank customers for positive feedback publicly.
* Encourage satisfied customers to leave reviews (post-purchase emails, QR codes, website prompts).

**B. Content Marketing**

* Share **positive stories** — CSR activities, awards, customer testimonials.
* Collaborate with **influencers and brand advocates**.
* Create **behind-the-scenes** content that humanizes the brand.

**C. Online Review Management**

* Claim all business listings (Google, Yelp, etc.)
* Enable review replies and encourage ratings post-transaction
* Offer incentives (e.g., coupons, contests) responsibly to drive reviews

**4. 🧠 CRISIS MANAGEMENT PLAN**

**A. Before a Crisis**

* Create a **crisis response team** (PR, legal, operations).
* Develop **prepared statements** for common scenarios.
* Identify **spokespersons** and communication channels.

**B. During a Crisis**

* Respond **immediately** and transparently.
* Centralize messaging across all platforms.
* Acknowledge the issue and offer clear steps for resolution.

**C. After a Crisis**

* Analyze feedback and adjust policies.
* Rebuild trust through transparency and action.
* Publish case studies or improvement updates if relevant.

**🧰 CHECKLIST & TOOLKIT**

**📝 ORM CHECKLIST**

* Set up Google Alerts and monitoring tools
* Monitor reviews weekly and respond within 24–48 hours
* Create internal SOPs for replying to reviews and social comments
* Train staff on reputation-sensitive interactions
* Encourage reviews from satisfied customers
* Engage consistently with online communities
* Run monthly sentiment analysis reports
* Have a crisis communication plan ready

**🛠️ TOOLKIT OVERVIEW**

| **Function** | **Recommended Tools** |
| --- | --- |
| Brand Monitoring | Google Alerts, Brand24, Talkwalker |
| Social Media | Hootsuite, Sprout Social, Buffer |
| Review Management | Reputology, Yext, ReviewTrackers |
| Crisis Alerts | Mention, SEMrush Alerts |
| Analytics & Reports | Google Analytics, Socialbakers |