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Brand Reputation Management

1. INTRODUCTION TO BRAND REPUTATION MANAGEMENT (ORM)

Brand Reputation Management (ORM) refers to the strategies and practices used to monitor, influence, and improve how a brand is perceived online. For TrendWave Fashion Studio, managing online reputation is especially important because the fashion industry relies heavily on customer trust, reviews, and social engagement. Online shoppers often read feedback, comments, and testimonials before making a purchase decision.

As a youth-focused fashion brand, TrendWave's visibility on platforms like Instagram, Facebook, Google, and YouTube directly shapes customer perception. One negative post, delayed response, or unsatisfied customer can quickly affect overall sentiment. Therefore, a structured reputation management strategy is essential for maintaining trust, improving customer relationships, and building long-term loyalty.

Effective ORM ensures:

- Faster resolution of customer issues
- Positive brand positioning
- Higher customer satisfaction
- Trust among new shoppers
- Stronger online presence
- Better sales conversions

This document outlines TrendWave's complete ORM strategy, including monitoring, crisis handling, positive engagement, and a structured action checklist.

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2. ORM OBJECTIVES FOR TRENDWAVE FASHION STUDIO

TrendWave aims to establish a strong and positive brand reputation across all digital touchpoints. The key objectives include:

1. **Maintain consistent brand credibility** on social media and review platforms.
2. **Reduce negative sentiment** and address customer complaints quickly.
3. **Improve customer engagement** by responding within 12–24 hours.
4. **Strengthen relationships** with loyal customers and influencers.
5. **Increase positive reviews** on Google, Instagram, and website testimonials.
6. **Build a transparent and customer-friendly image**, especially for young buyers.
7. **Monitor brand mentions across platforms** to identify early signs of issues.
8. **Develop a crisis-handling system** to prevent negative incidents from going viral.

These objectives guide the entire ORM plan and ensure TrendWave maintains a trusted brand image.

3. REPUTATION MONITORING STRATEGY

Monitoring online conversations is the foundation of ORM. TrendWave will use active tracking to understand customer sentiment, feedback, and expectations.

3.1 Platforms to Monitor

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A. Social Media

- Instagram comments, tags, and DMs
- Facebook reviews, comments, community messages
- YouTube Shorts comments
- Influencer posts mentioning TrendWave
- Trending hashtags in fashion

B. Search Engines

- Google Business reviews
- Blog mentions
- Customer review websites

C. Internal E-commerce Platforms

- On-site customer reviews
- Order-related feedback
- Product ratings

3.2 Monitoring Frequency

- **Daily:** Instagram, Google reviews, DMs
- **Weekly:** Facebook reviews, YouTube comments, influencer mentions
- **Monthly:** Trend analysis, sentiment reports

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3.3 Monitoring Tools

Free Tools

- Google Alerts
- Social Mention
- Instagram Insights
- Meta Business Suite
- YouTube Studio Analytics

Paid Tools (Optional)

- Hootsuite
- Brandwatch
- Sprout Social
- Mentionlytics

These tools help track mentions, identify complaints, and measure positive sentiment.

4. HANDLING NEGATIVE COMMENTS & REVIEWS

Negative feedback is inevitable, but the way a brand responds determines customer perception.

4.1 Negative Review Response Process

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Step 1: Acknowledge Quickly (Within 12 Hours)

Example:

“Thank you for sharing this with us. We’re here to help and want to make this right.”

Step 2: Shift Conversation to Private

Invite them to share the details via DM or email.

Step 3: Investigate the Issue

Identify whether it is product-related, delivery-related, or service-related.

Step 4: Provide a Clear Solution

Possible actions:

- Replace the product
- Offer exchange
- Provide discount voucher
- Refund (if justified)

Step 5: Follow Up

Check if the customer is satisfied with the resolution.

Step 6: Request Review Update

Once resolved, politely ask the customer to update or remove the negative review.

4.2 Handling Different Types of Issues

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A. Delivery Delay

“Sorry for the inconvenience! We have checked the status and your package is on the way. We truly appreciate your patience.”

B. Size/Quality Concern

“We’re sorry it didn’t meet expectations. We would love to offer an exchange or replacement.”

C. Wrong Item Delivered

“We apologize for the mistake. We’ll arrange a pickup and send the correct item immediately.”

D. Harsh or Angry Reviews

Be polite. Never argue. Maintain professional tone.

5. CRISIS MANAGEMENT PLAN

A crisis occurs when a problem escalates, such as:

- Viral complaint
- Influencer criticism
- Product defects
- Miscommunication on social media

TrendWave will follow a structured plan:

Step 1: Identify Within 1 Hour

Monitor mentions and tags constantly.

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Step 2: Internal Team Alert

Inform management, marketing, and operations teams.

Step 3: Rapid Investigation

Understand the root cause.

Step 4: Public Statement

Publish a polite, transparent message acknowledging the issue.

Step 5: Provide Solution

Offer replacement, refund, or clarification.

Step 6: Continuous Monitoring

Track public sentiment for the next 48–72 hours.

A crisis handled quickly prevents long-term damage.

6. POSITIVE BRAND BUILDING STRATEGY

TrendWave will actively promote positive sentiment through structured engagement.

6.1 User-Generated Content (UGC)

- Encourage customers to share outfit photos
- Offer small discounts for tags
- Repost customer stories

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6.2 Testimonials

- Weekly testimonial posts
- Video feedback from real buyers

6.3 Influencer Collaboration

- Micro-influencers for honest reviews
- Sponsored try-on haul reels

6.4 Community Interaction

- Engage in comments
- Conduct polls
- Ask questions
- Run styling challenges

6.5 Transparency

Open communication builds trust, especially among youth.

7. ORM TOOLS (FREE + PAID)

Free Tools

- Google Alerts
- Meta Business Suite

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- Instagram Insights
- YouTube Studio
- Social Mention

Paid Tools

- Hootsuite (Monitoring + Scheduling)
- Sprout Social (Analytics + Listening)
- Brandwatch (Advanced ORM)

These tools support efficient monitoring and quick response.

8. ORM KPIs (PERFORMANCE METRICS)

TrendWave will measure success using the following metrics:

- Increase in positive comments
- Reduction in negative sentiment
- Response time improvement
- Growth in Google review ratings
- Monthly brand mentions
- Customer satisfaction ratio
- Engagement quality

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- Influencer sentiment score

9. STRATEGIC ACTION PLAN (3 MONTHS)

MONTH 1 – Setup & Analysis

- Implement monitoring tools
- Prepare response templates
- Identify most common issues
- Track baseline sentiment

MONTH 2 – Engagement & Improvement

- Respond to all reviews within 12 hours
- Publish weekly testimonials
- Start influencer review campaign
- Improve Google rating by 0.5 points

MONTH 3 – Long-Term Trust Building

- UGC contest launch
- Monthly ORM audit
- Sentiment improvement of 30%
- Build long-term customer loyalty

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10. IMPLEMENTATION CHECKLIST

Daily Checklist

- Reply to Instagram comments
- Check DMs
- Monitor Google reviews
- Observe brand mentions
- Record negative issues

Weekly Checklist

- Upload testimonial post
- Conduct engagement poll
- Review influencers mentioning TrendWave
- Summarize top issues

Monthly Checklist

- Full sentiment analysis
- Review reputation KPIs
- Team discussion for improvements
- Update ORM documentation

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11. TEMPLATES FOR RESPONSES

Template 1: Customer Complaint Response

“Thank you for bringing this to our attention. We’re sorry for the inconvenience. Please send us your order details via DM so we can resolve this quickly.”

Template 2: Delay Acknowledgement

“We sincerely apologize for the delay. We are tracking your order and will update you shortly. Thank you for your patience!”

Template 3: Quality Complaint

“We’re sorry the product didn’t meet expectations. We can arrange a replacement or exchange. Kindly connect with us in DM.”