**BRAND REPUTATION MANAGEMENT STRATEGY**

**🎯 Objective:**

To **monitor, protect, and enhance** the brand’s online reputation by effectively managing feedback and shaping public perception.

**1. 🔍 MONITORING ONLINE REPUTATION**

**🔧 Key Actions:**

* Track mentions of your brand name, products, or executives across:
  + Social media
  + Review platforms
  + News outlets
  + Forums and blogs

**🛠️ Recommended Tools:**

* **Google Alerts** – Set up alerts for brand mentions
* **Brand24 / Mention / Talkwalker** – Real-time tracking of social and web mentions
* **Hootsuite / Sprout Social** – Social media monitoring and engagement
* **Trustpilot, Google Reviews, Yelp, Glassdoor** – For customer and employee reviews

**2. ⚠️ HANDLING NEGATIVE REVIEWS**

**💡 Best Practices:**

* **Respond promptly** (within 24–48 hours)
* **Acknowledge the issue** without being defensive
* **Apologize sincerely**, even if you’re not at fault
* **Offer a solution** or request more information privately
* **Follow up** after the issue is resolved

**✍️ Sample Response Template:**

"Hi [Name], thank you for your feedback. We're sorry to hear about your experience and would like to make it right. Please reach out to us at [email/contact] so we can resolve this."

**3. 🌟 BUILDING POSITIVE SENTIMENT**

**✅ Strategies:**

* **Request reviews** from happy customers
* **Engage on social media**: like, reply, and thank users
* Promote **User-Generated Content (UGC)**
* Run **loyalty programs or giveaways** to encourage advocacy
* **Share testimonials** and success stories regularly
* Collaborate with **influencers and brand ambassadors**

**4. 🚨 CRISIS MANAGEMENT PLAN**

**📋 Prepare:**

* Assign a **crisis response team**
* Have **pre-approved response templates**
* Monitor **real-time sentiment** closely during any issue
* **Respond transparently** and take responsibility
* Use **press releases, blogs, or videos** to communicate clearly

**5. 📊 TRACKING & REPORTING**

**📈 Metrics to Monitor:**

* Review scores (average rating)
* Volume of positive vs negative mentions
* Response time to issues
* Brand sentiment score
* Customer satisfaction (CSAT) score