

Task 4: Brand Reputation Management Strategy

1. Introduction

Brand reputation management is about how a company is perceived online. It involves monitoring customer feedback, addressing negative reviews, and promoting positive sentiment through engagement and content. This strategy is designed for OtakuMart, an anime merchandise franchise.

2. Objectives

- Protect and enhance OtakuMart's online image.
- Quickly respond to customer complaints to reduce negative impact.
- Increase positive reviews and engagement on social media.
- Build long-term trust and credibility.

3. Monitoring Online Reputation

Tools to Monitor:

- Google Alerts – Track mentions of 'OtakuMart' online.
- Social Mention – Measure sentiment (positive/negative).
- Hootsuite / Buffer – Monitor social media mentions & schedule posts.
- Trustpilot / Google Business Reviews – Watch reviews.
- Brand24 – Paid tool for deeper monitoring.

What to Track:

- Mentions of brand name on social media.
- Customer reviews on e-commerce platforms.
- Hashtags related to anime merchandise (#AnimeMerch, #OtakuLife).
- Competitor reviews (to benchmark).

4. Handling Negative Reviews

Step-by-step plan:

1. Acknowledge quickly – Respond within 24 hours.
Example: "Hi [Name], thank you for your feedback. We're sorry for the inconvenience and we'll resolve this immediately."
2. Move conversation offline – Provide email/DM to resolve issues personally.
3. Offer a solution – Refund, replacement, discount coupon.
4. Follow up – Ensure the customer is satisfied and request them to update their review.
5. Track recurring issues – Fix root causes if repeated complaints appear.

5. Building Positive Sentiment

1. Encourage happy customers – Ask satisfied buyers to leave reviews and offer incentives.
2. Create positive content – Share testimonials, unboxing videos, and behind-the-scenes content.
3. Engage with community – Reply to comments, run hashtag campaigns (#OtakuMartFam), collaborate with influencers.
4. Crisis management plan – Publish transparent public posts during issues (e.g., shipping delays) with apologies and offers.

6. Key Performance Indicators (KPIs)

KPI	Goal	Tool
Average response time	< 24 hrs	Hootsuite, Google Business
% of positive reviews	70%+	Trustpilot, Google Reviews
Customer satisfaction score (CSAT)	80%+	Surveys
Sentiment ratio (positive:negative)	3:1	Social Mention
Engagement rate	10%+	Instagram, Twitter Analytics

7. Deliverables & Tools

Deliverables:

- OtakuMart_BrandReputation.pdf (this document)
- Creatives/ (sample testimonial post, PR apology template, positive story banner)
- README.md (summary with objectives, tools, deliverables)

Tools Used:

- Google Alerts
- Social Mention
- Hootsuite
- Brand24
- Canva