Brand Reputation Management Strategy

Objective:

To develop a strategy to monitor and manage a brand's online reputation, including handling negative reviews and building positive sentiment.

1. Online Reputation Monitoring Strategy

Tools to Use:

- Google Alerts – To track mentions of the brand online.

- Social Mention – To monitor social media conversations.

- Reputology – For review monitoring.

- Hootsuite / Sprout Social – For social media sentiment tracking and engagement.

- Trustpilot, Yelp, GMB – For monitoring customer reviews.

Steps:

1. Set up alerts for brand name, product names, and key personnel.

2. Monitor reviews regularly on platforms like Google, Yelp, Amazon, etc.

3. Track social media hashtags, mentions, and comments.

4. Analyze sentiment using tools to understand public opinion trends.

2. Handling Negative Reviews

Approach:

- Respond promptly and professionally.

- Acknowledge the issue, express empathy.

- Take the conversation offline for resolution (email/DM).

- Offer compensation (if applicable).

- Follow up after resolution to confirm satisfaction.

3. Building Positive Sentiment

Strategies:

- Encourage satisfied customers to leave reviews.

- Share user-generated content (UGC) with credits.

- Run campaigns highlighting customer success stories.

- Use influencers or brand ambassadors to boost trust.

- Host giveaways or contests to increase engagement.

Content Ideas:

- "Customer of the Month" highlights

- Before/After product results

- BTS (Behind the Scenes) stories

- Employee spotlight features

4. Reporting & Evaluation

- Weekly Reports on sentiment analysis.

- Monthly Review Trends – Compare negative vs. positive reviews.

- Engagement Metrics – Likes, shares, comments on positive campaigns.

- Reputation Score from tools like Brand Grader.

Deliverables Summary

Task	Tools Used
Reputation Monitoring	Google Alerts, Reputology, Hootsuite
Negative Review Handling	Templates, Customer Support DM
Positive Sentiment Building	UGC Campaigns, Influencers
Reporting	Brand Grader, Excel Reports