

BURBERRY :- Brand Reputation Management Strategy

1. Objectives

- Proactively monitor and manage Burberry's online brand reputation.
- Effectively address and mitigate negative sentiment.
- Consistently build and amplify positive sentiment across digital platforms.
- Strengthen customer loyalty and trust in the brand.

2. Monitoring Strategy

Social Media:- Instagram, Twitter/X, Facebook, TikTok, LinkedIn

Review Platforms:- Trustpilot, Google Reviews

Search Engines:- Google Search (news, image, autocomplete trends)

3. Negative Review Management

Timely Acknowledgment : Respond within 24 hours.

Private Resolution : Offer to move the conversation to direct messages or email for resolution.

4. Building Positive Sentiment

- ❖ Respond to comments with gratitude and personalization.
- ❖ Encourage UGC (user-generated content) via contests and reposts.
- ❖ Surprise loyal customers with shout-outs or exclusive gifts.