**🔍 I. REPUTATION MONITORING STRATEGY**

**1. Set Up Listening Tools**

Use tools to monitor mentions of **“SWADES”** across social, review platforms, and news:

* **Social Media Monitoring:** Brand24, Hootsuite, Sprout Social
* **Google Alerts:** For keywords like “Swades clothing review”, “Swades India clothes”, etc.
* **Review Tracking:** Monitor platforms like Google Reviews, Amazon (if applicable), Myntra, Ajio, Flipkart, etc.

**2. Track Key Metrics**

* **Sentiment Analysis** (positive/negative/neutral)
* **Brand Mentions Frequency**
* **Share of Voice** (vs. competitors like FabIndia, BIBA, Jaypore)
* **Customer Satisfaction Scores** (from surveys, reviews)

**3. Audit Brand Touchpoints**

Regularly review:

* Website UX & content
* Product packaging and delivery feedback
* Return/exchange experience
* Social comments and DMs

**🚑 II. NEGATIVE REVIEW MANAGEMENT STRATEGY**

**1. Build a Response Protocol**

**Respond within 24 hours** using the 3-A Rule:

* **Acknowledge**: Thank the user for feedback.
* **Apologize**: Even if the issue isn’t your fault, apologize for the experience.
* **Act**: Share what you’re doing to solve it.

**Example Response:**

*“Namaste! We’re truly sorry that your experience didn’t reflect the SWADES spirit. We’ve escalated this to our support team and are committed to resolving it swiftly. Thank you for helping us improve.”*

**2. Take Conversations Offline**

Move complaints to private channels quickly:

* “Please DM us your order ID so we can assist you better.”
* “We’ve sent you an email with a resolution. Kindly check.”

**3. Learn from Patterns**

Track recurring issues (size complaints, late delivery, fabric quality) and improve operations accordingly.

**🌟 III. BUILDING POSITIVE SENTIMENT**

**1. Showcase Your Purpose**

Use your online presence to reinforce that **SWADES is not just selling clothes** — it's:

* Empowering rural artisans
* Preserving cultural heritage
* Supporting sustainable fashion

**2. User-Generated Content Campaigns**

Encourage customers to:

* Post pictures wearing SWADES clothes
* Use hashtags like #MySwadesStyle or #CraftedByIndia
* Share artisan stories behind their garment

Run contests or giveaways to incentivize participation.

**3. Collaborate with Influencers**

Work with:

* **Cultural influencers** (e.g., classical dancers, folk musicians)
* **Sustainable fashion bloggers**
* **Handicraft or heritage content creators**

Ensure they reflect authenticity and alignment with Indian tradition.

**4. Share Artisan Stories**

Humanize your brand:

* Post behind-the-scenes videos from artisans
* Use Instagram Reels or YouTube Shorts
* Celebrate regional festivals and rituals through themed collections

**5. Collect & Share Positive Reviews**

* Ask happy customers to leave reviews
* Feature 5-star reviews in your Instagram Stories and website
* Turn customer testimonials into video content

**📅 IV. MAINTENANCE PLAN (WEEKLY/MONTHLY)**

| **Task** | **Frequency** | **Tool/Method** |
| --- | --- | --- |
| Track brand mentions & sentiment | Daily | Brand24, Google Alerts |
| Respond to reviews & comments | Daily | Manual or Hootsuite |
| Analyze review data for patterns | Weekly | Excel/CRM |
| Post storytelling + UGC content | 3x/week | Instagram, Facebook, YouTube |
| Collect customer feedback | Monthly | Post-purchase surveys |
| Review influencer ROI | Monthly | Manual / Google Sheets |
| Run engagement campaigns | Quarterly | Themed contests or hashtag drives |

**✅ Summary**

* **Monitor actively** using digital tools.
* **Respond empathetically** and quickly to negative feedback.
* **Amplify the positives** — customer love, artisan pride, cultural richness.
* Make **SWADES a movement**, not just a brand.