TECHNOWORLD

**Brand Reputation Management Strategy**

OBJECTIVE:

To develop a proactive strategy to monitor and manage TECHNOWORLD's online reputation, effectively handle negative feedback, and build positive sentiment across all digital platforms.

# 1. MONITORING TOOLS & STRATEGY

A. Tools to Use:

- Google Alerts: Monitor brand mentions across the web.

- Social Mention: Track sentiment and keywords related to TECHNOWORLD.

- Hootsuite / Buffer: Schedule posts and monitor audience responses.

- Trustpilot, Google Reviews, Facebook Reviews: Regularly review ratings and feedback.

- Brand24 / Mention: Premium tools for deeper analysis.

B. Monitoring Frequency:

- Daily: Social media DMs, comments, mentions.

- Weekly: Reviews, Google Alerts, customer feedback.

- Monthly: Sentiment trend reports.

# 2. HANDLING NEGATIVE REVIEWS

A. Response Framework:

1. Acknowledge Promptly: Respond within 24-48 hours.

2. Empathize Publicly: Thank the user, express concern, and offer a resolution path.

3. Take it Offline: Request private communication (email/DM) for resolution.

4. Follow-Up: Ensure issue is resolved and confirmed with the customer.

B. Example Response Template:

"Hi [Name], we’re sorry to hear about your experience. Please email us at [support@technoworld.com] so we can resolve this for you promptly. We value your feedback."

C. Log Complaints:

Maintain a complaint tracker (e.g., Google Sheet) with date, issue, platform, resolution status.

# 3. BUILDING POSITIVE SENTIMENT

A. Proactive Strategies:

- Post-Purchase Review Requests: Send follow-ups to satisfied customers asking for reviews.

- User-Generated Content (UGC): Promote a #TechnoMoments campaign.

- Feature Testimonials: Turn positive feedback into branded visuals.

- Influencer Partnerships: Collaborate with tech micro-influencers.

- Loyalty Incentives: Offer rewards for reviews, referrals, and social shares.

B. Engagement Plan:

- Highlight customer stories weekly.

- Host contests & polls.

- Celebrate milestones and shoutouts to top engagers.

# 4. SUCCESS METRICS

A. Key Performance Indicators (KPIs):

- Overall average star rating

- Volume of positive vs. negative reviews

- Social media sentiment score

- Average response time to reviews

- Number of mentions with positive sentiment

- Engagement rate on positive content

# 5. SUMMARY

Maintaining TECHNOWORLD's online reputation requires continuous listening, swift response, and strategic engagement. This strategy equips the brand to not only tackle negativity but also amplify positive customer experiences that reinforce trust and loyalty.

# TOOLS SUMMARY:

- Monitoring: Google Alerts, Social Mention, Hootsuite

- Management: Review platforms, Brand24

- Engagement: Buffer, Instagram, Facebook, Email Tools

- Tracking: Google Sheets, Analytics Dashboards