ONLINE REPUTATION MANAGEMENT
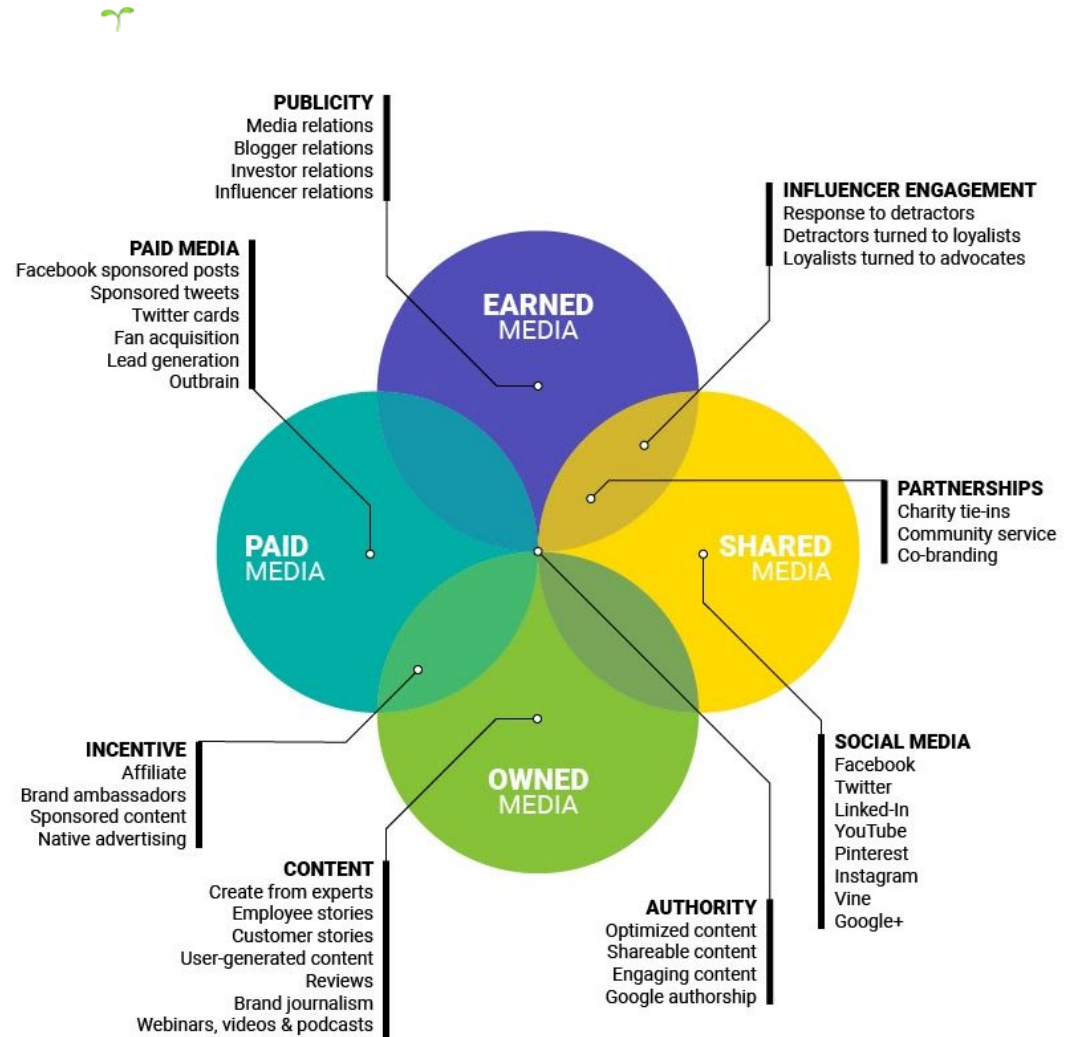
By: Seven Boats Academy

What is ORM?

Online Reputation Management, or ORM, is a multi-faceted concept that is aimed at creating a positive public perception of a brand, business, or person.

Reputation management includes monitoring reputation, addressing any content or customer feedback that could damage the brand, and using strategies to prevent and solve problems that could damage an entity's reputation.

How Online Reputation Management Works

PUBLICITY
Media relations
Blogger relations
Investor relations
Influencer relations

INFLUENCER ENGAGEMENT
Response to detractors
Detractors turned to loyalists
Loyalists turned to advocates

PAID MEDIA
Facebook sponsored posts
Sponsored tweets
Twitter cards
Fan acquisition
Lead generation
Outbrain

EARNED MEDIA

SHARED MEDIA

PAID MEDIA

PARTNERSHIPS
Charity tie-ins
Community service
Co-branding

INCENTIVE
Affiliate
Brand ambassadors
Sponsored content
Native advertising

OWNED MEDIA

SOCIAL MEDIA
Facebook
Twitter
Linked-In
YouTube
Pinterest
Instagram
Vine
Google+

CONTENT
Create from experts
Employee stories
Customer stories
User-generated content
Reviews
Brand journalism
Webinars, videos & podcasts

AUTHORITY
Optimized content
Shareable content
Engaging content
Google authorship

Paid Media for Online Reputation Management

- Paid media implies all online content that requires payment to feature your brand (website, services, etc.). It involves channels like Google Ads, social media ads, sponsored posts, or promotions by influencers.

- This aspect of ORM is fairly straightforward — you have full control over your own placements. You have to carefully check, though, if any of your competitors are advertising "against" your brand.

- However, most paid media platforms have strict guidelines against such practices, and a single complaint can resolve this negative sentiment implication.

Earned Media

Earned media embraces the coverage that your brand receives from external platforms free of charge. They include:

- External articles,
- Press coverage
- Blogs and Vlogs
- Forums

Some industry-specific third-party listings (Glassdoor, Capterra, Trustpilot would all fall into this category).

Google My Business would also count as earned media as customers leave reviews for your business without you controlling it

Shared Media.

On top of your website, your business's accounts across various social networks are the online version of your business card.

Unaddressed complaints, negative comments on Twitter, and low star-rating on Facebook can seriously harm your company's reputation and turn potential customers off. You should pay attention to what is happening on your Twitter wall the same way you would treat the walls of your brick-and-mortar establishment.

It is important that you track what brand mentions are popping up within other accounts as well and address the mentions that negatively portray your business.

Owned Media

Owned media largely relates to your website and blog — the properties that are under your full control. So, if you work on improving the ranking of the pages that are of utmost importance to your brand's reputation and perception, you are on the right track.

Why Reputation Management Is Important for Your Online Business

1. **Impact on Buying Decisions** - The lack of management of your online reputation can actually cost you your customer base. As 81% of buyers do some online research before making a purchase, the way you appear online is the make-it-or-break-it factor in their final decision.

2. **It Is the Online Version of Word-of-mouth -** 85% of consumers treat online reviews as personal recommendations and trust them as much as a tip from a friend. It is a great thing if your reviews are nice, but what happens if there was some bump on the road and someone posted a well-grounded negative comment? **United Airlines lost over $1 billion in market value after a video of a passenger being violently forced away from an overbooked flight went viral.**

3. **There Is No "Delete "Button for Negative Reviews -** The Internet keeps everything, well, almost. Whatever people are saying about your business online is likely to stay online, but you actually have a chance of altering a negative opinion about your business. By using a proper response, you can turn an unhappy customer into a loyal fan

4. **You Can Get Valuable Feedback -** Monitoring is a critical part of managing your online reputation. You can start collecting some useful insights on customer satisfaction and feedback regarding your product or services. So before doing some polling, surveys, and going around the globe for customer feedback, you can simply pay attention to what your customers have to say about your business.

How to Manage Your Brand's Online Reputation

Perform an Audit of Your Online Reputation

Before putting any ORM process in place, you have to conduct an extensive online reputation audit.

Basically, the idea of an online reputation management audit has to do with uncovering how people see you online and what kind of issues you are facing in challenging that view. And to do that, you have to do some brand monitoring.

Brand Monitoring

- Just open up an incognito window and enter your brand name into Google search.

- Take a good look at the sites that appear on the very first page.

- Identify what Google My Business-related features come up on that page and evaluate your presence there: ratings, comments, reviews, user-generated photos, etc.

- Read through the reviews on sites and try to understand the general sentiment; this is an important step for further prioritization over the platforms that require the most urgent attention.

Monitor Brand Mentions Efficiently

Being proactive in monitoring online conversations provides you with a real-time view of your online presence and gives you an opportunity for a timely reaction.

Best Tools to Monitor Your Online Reputation

1. **Google Alerts**
2. **Social Mention**
3. **SEMrush**
4. **ReviewPush -** This online review management software helps businesses with multiple locations to monitor social media and popular review sites (e.g., Facebook, Yelp, Google, Yellowpages, Foursquare).
5. **Chatmeter -** Chatmeter was designed to help companies collect and analyze customer feedback and improve the customer experience for multi-location brands and agencies.
6. **BuzzSumo -**

Dominate SERPs for Brand Searches

No successful online reputation management strategy takes place without some SEO magic.

Your main job is to show up on the SERPs for your branded keywords. The best way to get there is to have a website that ranks highly.

Also, focus on optimizing your official social media channels, as these sites typically appear within the top 10 for branded searches.

Encourage Positive Reviews Online

Negative or positive, online reviews will impact your business and sales. Dimensional Research uncovered that positive online reviews affect 90% of buyers buying decisions.

And 86% of users will think twice about choosing your brand if it has negative reviews. And people's expectations about your reputation are pretty high.

In fact, 49% of consumers expect a four-star rating from a business they will consider buying from them.

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How to Get Your Customers to Leave a Review

- After they experience or demonstrate success with your product or service
- When they re-purchase or re-order
- After they tag your brand in a post on social media
- If they are spending time on your website browsing other products or services
- If they refer another customer to you

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- Use your social media channels and find a fun way to encourage your customers to leave a review. It can be a special hashtag day for thanking your colleagues for an amazing job they're doing, or just a fun video provoking a good vibe.

Managing Negative Online Reviews

Bad reviews have a direct impact on your business' bottom line as they discourage your existing and potential customers from using your services or product.

Your customers can leave reviews in these below mentioned location

- **Google My Business**
- **Social media platforms** (Facebook, LinkedIn, Twitter, Instagram, etc.)
- **Trustpilot, Feefo, Review.io** or similar (don't forget that some of these platforms can gather reviews even if you don't subscribe)

How to Respond to Negative Online Reviews

Improve Your Response Time - Negative comments are very time-sensitive. The earlier you address them, the less impact they convey.

Show Courtesy - Your answer should always start with a simple thank you, a common courtesy, for their feedback and time.ier you address them, the less impact they convey.

Apologize If You Are Wrong (with one exception) -
If you are at fault, you should extend your apologies. Tell the reviewer that you have pinpointed where the problem came from and are now working on a solution.
However, keep and mind that some apologies could result in legal action. If you have a possible legal issue, you can still show empathy without putting the company at risk:

Public and Private Communication - We strongly encourage you to address most of the negative comments in public. This can help negate the impact of the bad review and show others that you are very responsive and approachable.

Offer a Refund/Discount - This tactic should be the last resort for your reputation management strategy. However, there might be a case where this approach is the best option there is, especially if your product or service is really to blame.

How to Push Negative Reviews Down the SERPs

Up to now, we were describing the cases when all parties were reasonable and objective in their negative feedback. Unfortunately, sometimes this is not the case.

If you have exhausted all your efforts to reach some agreement with a publisher of a highly biased piece, yet that content ranks high for your branded keywords, there as a possible workaround

So, to rectify this situation, you need to push the negative content onto page 2 of Google; or further down if possible

1. Creating and earn great and positive content that outranks the negative piece.
2. Work to secure product or service reviews on high-profile sites (even if that means paying for advertorials or sponsoring content)
3. Work with influential bloggers or work alongside your PR team

Create Content that Is Always On-Brand

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There is another side of online reputation management we have to mention — branding. We don't just mean the visual aesthetics, although important as well, but the general consistency of messaging and tone of voice.

The content your customers initially stumble upon when looking up your brand will largely shape their perception of it. So, by having a solid ORM strategy in place, you have the power to project yourself in the way you want to be seen.

Choose Your Influencers Wisely

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THANK YOU :)

**BY – Subhadeep Chakraborty
(Trainer 7Boats Academy**

SEVEN BOATS INFO-SYSTEM PVT. LTD.

**UNIT #304, DIAMOND ARCADE,
1/72, CAL JESSORE ROAD,
KOLKATA - 700055
WEBSITE: https://www.7boats.com
Email: info@7boats.com
Call: +91 80170 49042 / 033 4064 7085**