

ONLINE REPUTATION MANAGEMENT

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“

YOUR ONLINE REPUTATION DETERMINES
HOW OTHERS PERCEIVE YOUR BUSINESS
WHEN THEY SEARCH FOR OR STUMBLE
UPON IT ONLINE

”

ORM- proactively influences what information people will find.

ORM is not only about managing content in search engines, though. It's also about managing **negative business reviews** and encouraging happy clients to contribute more positive feedback.



▶ **85%** of consumers
trust online reviews as much as
personal recommendations

▶ **49%** of consumers
need at least a four-star rating before
they choose to use a business.

ORM –HENCE, IS IMP!

THE PESO MODEL

Lets see



Paid Media

- all marketing efforts that require payment to feature your business on external websites and networks

Earned Media

- the coverage of your business on external web entities for which you didn't pay

Social Media

- Pages and profiles on social media

Owned Properties

- Your business websites and blogs are properties owned by you

THE PESO MODEL

Decide What You Want Your Online Reputation to Be



Assess Your Current Online Reputation



Craft a Social Media Policy to Guide Engagement That Supports Your Reputation Goals



Design a Social Media Content Strategy to Promote Your Desired Reputation



Enhance Your Reputation With Blog Posts (Owned Media)



Pursue and Manage Your Online Reputation

**START BUILDING AND
MANAGING A HEALTHY
ONLINE REPUTATION
FOR YOUR BUSINESS**



Do You Want To Be Perceived As An Industry Authority?

To Adopt The Position As The Market Leader?

Or Be Known For Your Responsiveness And Excellent Customer Service?

DECIDE WHAT YOU WANT YOUR ONLINE REPUTATION TO BE

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The Brand Grader

- identify the most influential blogs and news websites that have published content featuring your business in the last 30 days

Go Fish Digital's Complaint Box

- browse more than 40 different complaint websites at once

Mention

- track your brand, competitors, and customers by using different search criteria

Google Alerts

- keep track of new content published about your business

Talkwalker Alerts

- monitor everything online regarding your brand and track your competitors' activities

ASSESS YOUR CURRENT ONLINE REPUTATION

- ▶ Don't allow staff members to freely post whatever comes to mind, particularly if the content is associated with your business. One reason for that is to protect your reputation. The other reason is liability. To keep things simple, you could tell your employees to label all of their posts as “personal” or create a pre-approval process for content, if necessary.
- ▶ Sensitive data should never be shared with the public, including financial, legal, and private client information.
- ▶ A captivating online reputation is all about professionalism. This also applies to publishing content on social media.
- ▶ Reserve the right to edit or delete potentially harmful content.

SOCIAL MEDIA POLICY TO GUIDE ENGAGEMENT THAT SUPPORTS YOUR REPUTATION GOALS

The Coca-Cola Company

Online Social Media Principles

INTRODUCTION

Every day, people discuss, debate and embrace The Coca-Cola Company and our brands in thousands of online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. **These Online Social Media Principles have been developed to help empower our associates to participate in this new frontier of marketing and communications, represent our Company, and share the optimistic and positive spirits of our brands.**

The vision of the Company to achieve sustainable growth online and offline is guided by certain shared values that we live by as an organization and as individuals:

- **LEADERSHIP:** The courage to shape a better future;
- **COLLABORATION:** Leveraging our collective genius;
- **INTEGRITY:** Being real;
- **ACCOUNTABILITY:** Recognizing that if it is to be, it's up to me;
- **PASSION:** Showing commitment in heart and mind;
- **DIVERSITY:** Being as inclusive as our brands; and
- **QUALITY:** Ensuring what we do, we do well.

WHAAAAT ?

- ▶ **Identify Your Social Media Goals**
- ▶ **Decide Which Social Platforms Will Help You Reach Your Ideal Customer**
- ▶ **Research Content Ideas**
- ▶ **Monitor Results (tool –Cyfe)**

DESIGN A SOCIAL MEDIA CONTENT STRATEGY TO PROMOTE YOUR DESIRED REPUTATION

- ▶ **Use Relevant Keywords**
- ▶ **Strengthen Your Headlines-** CoSchedule Headline Analyzer
- ▶ **Write for Readability, Not Search Engines**
- ▶ **Include Images-** Pixabay, Pexels
- ▶ **Analyze User Metrics**

**ENHANCE YOUR REPUTATION WITH
BLOG POSTS (OWNED MEDIA)**



- ▶ Now that you have the basics in place, it's time to execute. **Engage on social media, publish appropriate content on your blog,** and use the tools from Step #2 to continually **check in on how your brand is perceived online.**

PERSUE

THANKS 😊

