

Chapter 1 : What Is Reputation Management? - calendrierdelascience.com

Just remember to always keep your offline reputation management in the back of your mind, as both on and offline rep management are crucial if you hope to achieve maximum business success. This entry was posted in Online Marketing and tagged internet marketers, offline, offline reputation, online, online marketers, online reputation.

This is why it is imperative for all online marketers to take a step back every now and again to make sure their reputation management is up to par online as well as off. Online reputation is described as the image your audience holds of your brand, products and services. When you respond to comments on Facebook and in your blogs, you are essentially engaging in online reputation management. The idea is to boost your online image so that your audience always sees you in a positive light. It can be argued that online reputation management is much easier to accomplish than offline rep management. You can conduct a simple search online and you can, in a few moments, find online reviews, forum postings, blogs and articles that will help you determine what your audience thinks of you. Offline Reputation Offline reputation management is a little different. You can only listen and pay attention to how those feelings translate once your audience hops online. You just have to be more creative and vigilant if you hope to keep your offline reputation positive at all times. Word-Of-Mouth Advertising This is one of the most crucial forms of offline reputation management. What are these individuals saying about you and yours? To encourage positive word-of-mouth advertising, give your audience something to brag about. Offer comment cards so that you can read first-hand what your company is getting right and what you still need to work on. Then, take those things you do need to improve on and make your company better. Only by listening to your audience and making positive changes based on the information you glean can you hope to achieve the best reputation out of all of your competitors. Discounts, Free Stuff, Specials And Customer Appreciation If you really want to take your offline reputation efforts to the next level, start paying attention to what your audience truly wants. Everyone loves discounts, free stuff and specials. These allow your customers to purchase your products and services while saving money at the same time. Make your customers feel special, wanted and part of the club and your offline reputation will shoot through the roof. Of course, you should still continue with your online reputation. With everyone using computers, smart phones and other mobile devices to access the Internet to search for local companies, products and services, online reputation management is more important than ever. Just remember to always keep your offline reputation management in the back of your mind, as both on and offline rep management are crucial if you hope to achieve maximum business success.

Chapter 2 : Managing Your Law Firm's Online Reputation - DotCO Law Marketing

Successful offline and online reputation management is difficult. Many businesses struggle with the what, the why and the how to manage their reputation. The goal is to capture your happy, loyal customers' opinions but to get there, many moving parts must align.

August 21, 0 comments Successful offline and online reputation management is not easy as you have to invest time and resources and also use some specialized skills. Many businesses struggle not knowing how to manage their offline and online reputation. The objective of maintaining a sound reputation is to capture more and more customers and build trust in the marketplace. If you care for brand reputation your company cannot say one thing and act differently. To protect and preserve your reputation, you must foresee the type of experience your customers want. You must also visualize the operational challenges you face and how to overcome them. Make your company a customer experience innovator. You should periodically check your online ratings and take prompt remedial measures whenever there is a dip. You must cultivate a lot of very happy, loyal customers who sing your praises. Once you achieve this, both your online and offline reputation will be excellent and beyond reproach. You must evolve a savvy game plan to protect and preserve your online and offline reputation. The game plan must be implemented from the top executive down to the last employee who turns off the lights and downs the shutter. When as a business owner, you make claims about your successes publicly the evidence should be irrefutable and available for all to see. When consumers turn to online reviews during their purchase journey, the facts need to be positive and the customers should experience what appears in the reviews. You have obviously spent years to painstakingly build your offline and online reputation and it is worth all the time and resources in the world to safeguard it. Leverage every software tool you have to zealously defend your reputation. Evolve and implement an online and an offline reputation management action plan. Motivate every employee to make the company reputation their top priority. If online and offline reputation is not a priority, sooner or later you will lose business to competitors and your customer base will shrink. Imagine it can be only a few clicks away to lose business to your competitor. Implement your game plan in right earnest.

Chapter 3 : Offline and Online Reputation Management: Expert Strategy Explained

Reputatus {think over, pondered & reflected} is a new kind of business management consulting/training company. We deliver a powerful message based on our experience in business and will teach you how to use a Reputation process to set goals and reach them.

These are generally good things. Unfortunately, if you have disgruntled former clients, potential new clients are likely to come across negative reviews on Yelp, disparaging Facebook posts, or a poor review on Google Places. It is essential that you prevent bad reviews from happening in the first place, and quickly take steps to counteract them if they pop up anyway. Treating clients with respect, giving them frequent updates about their case, and staying in touch and open to their concerns can only help you both in your practice and from a business standpoint. Of course, even the best attorney will find themselves at the receiving end of undue anger from a client who should really be upset with their own actions or the law. Make sure that any negative comments or posts are dealt with quickly. Simply deleting them can work, but it can also cause a major uproar. Addressing the concerns voiced in a malicious or unflattering post is the best way to fix the problem. Communicate as openly as possible to show other potential clients that you are responsive and have nothing to hide. Many unhappy customers take their complaints to Twitter. Perhaps the worst two places to fight negative reviews are Google Places and Yelp. Both of these services allow for detailed reviews of your firm. Google Places search results appear on nearly every relevant search, while Yelp results are often ranked very high in searches. One or two poor reviews on these services can do incredible amounts of damage to your reputation. It is essential that you not respond negatively to these types of reviews, as this will intensify the situation. If you are having a problem with either of these sites, it is essential that you contact an Online Reputation Management professional.

How to Deal with an Unfair or Negative Review There are both online and offline solutions to this problem:

Offline Solutions If a client has posted a negative review, your best bet is to address their concerns. Contacting them directly in an attempt to rectify the problem is generally a good idea. It is essential that you do not accuse or argue with them. Do what you can to persuade them to remove or correct their own review. Threatening your own clients, especially with legal action, will generally only make the problem worse. Even if you believe that the review or comment is defamatory in nature, escalating the dispute will be seen by the public as you attacking your own customers.

Online Self Solutions Many websites have built in mechanisms for disputing or removing false information. Try to ask a website politely, and without threatening! Encourage other customers to write positive reviews which contrast the problematic post.

Reputation Management Companies When all else fails, or you feel that you are in over your head, your best bet is to contact a Reputation Management Company. If you are a larger firm, this should probably be the first thing you do. While the services provided can be costly, your reputation is your most valuable asset, and is worth defending. These companies can often work to change search results in a way that hides the problem from simple searches by potential customers. Reputation management is a quickly developing field responding to an ever-evolving problem. Have you found any other useful tools for monitoring or managing your reputation? Have you figured out any strategies for dealing with a rogue client? Do you have a plan in place for how to quickly and decisively deal with online reputation problems as soon as they pop up? Feel free to discuss these issues in the comments below!

Chapter 4 : What is Online Reputation Management? - ReputationDefender UK

Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. Done well, online reputation management creates balance, counteracts misleading trends, and allows you to put your best foot forward.

By Kevin Kent on August 2, Credibility, trust, and reputation remain a primary concern for used car and auto dealerships. Recent economic upheavals have resulted in an increased likelihood for consumers to purchase a used late-model car versus a new car. Sales of CPO certified pre-owned vehicles continue on the rise, with many experiencing shortages of lower mile trade-ins as a result of many consumers deciding to keep their cars for a longer period of time. If all or part of your auto dealership is dependent on the sales of used vehicles, CPOs, and non-CPOs, then you must make intentional decisions to manage and enhance your online and offline business reputation. Next to a home, the purchase of a vehicle is the 2nd largest investment for most American families. Trust and a commitment to stand behind products and guarantees are deal breakers when it comes to the purchase of a used vehicle. Online reputation is the second most important marker aside from price when it comes to selecting a used-car dealership. If your goal is to take the lead on review websites and direct as much business as possible to your dealership by having a credible and strong online image, then we want to share with you a few tips that will help you to quickly establish your online reputation. If your dealership is a division of new car agency, clarity in messaging becomes even more important. Car buyers could easily confuse the guarantees and perks related to financing offered with your new products as applicable to your used car inventory. Make sure your verbal and printed disclosures as well as your media marketing are clear, descriptive, and truthful. Did you know that 70 percent of buyers are influenced by car dealership online reviews? Make an effort to exercise due diligence in every vehicle you feature. Clarity in disclosure will reduce the number of customer complaints and, consequently, the number of negative reviews featured on the most popular review websites. It is a poor long-term strategy, and it will negatively impact your growth for years to come. It is virtually impossible to correct a review-heavy negative online business profile. If you are committed to quality, your digital profiles will soon be a reflection of your commitment. Make it a standard procedure to review all the terms and conditions of a certified pre-owned vehicle with your customers prior to closing the sale. Providing clarity about a non-guaranteed vehicle is even more important than a certified pre-owned customer understanding the terms of their purchase. If a customer is purchasing a vehicle as is, then make it doubly clear that all repairs after purchase will be his or her full responsibility. The number of negative reviews to used-car dealerships associated with this very issue is countless. Be Consistent with Your Policies and the Way You Communicate Them Online and Offline Over-promising and under-delivering may also negatively impact the online business reputation of your used-car auto dealership. Try to avoid low-priced baiting strategies that may bring customers through the door, only to walk out disappointed because the car you advertised is no longer in stock, or you failed to disclose specific mechanical or aesthetic shortcomings of the vehicle. We here at ReviewTrackers often see reviews for used-car dealerships where the reviewer did not even purchase a vehicle. The negative review mainly conveys their frustration about having felt deceived by a marketing strategy. Manage Your Reviews Promptly Be on top of all your reviews all of the time. Timely online engagement with your reviewers lets the reader know that you care and you are customer-focused. Provide solution and sales-oriented responses that aim to bring the customer back, and close a sale when applicable. Be professional and detail-oriented in your responses and consistent in the messaging you convey across all your responses in all review websites. Your goal, after all, is to recover a customer or make a new one by conveying a commitment to making things right. Learn how to respond to negative reviews like a pro. Engage with Positive and Negative Reviews Alike It is tempting to cut yourself some slack and only reply to some reviews. Every customer deserves the courtesy of your time. If they took time to give you feedback, then accept it graciously, correct procedural problems where applicable, or use a positive review to recognize and incentivize your staff. Responding to every review benefits your online reputation in many ways. Well-drafted responses will improve your SEO , increase brand-recall for

your dealership, and push your popularity score up. Discussion TomYoon September 16th, I plan to start a car selling business and these are some really great tips. Anyway, thanks for this great article.

Chapter 5 : Online Reputation Management - Expert Tips, Strategies and Help

Offline reputation is not as simple as hiring a publicist or PR representative to spin the bad press into a positive experience. Offline reputation management is not waiting for the negativity to.

The best way to manage brand reputation is to tell a cohesive story to a receptive audience. While controlling the message in an age of social media is no longer an option, you can still steer the dialogue. It takes less than 50 milliseconds to form a first impression. In a perfect world, your reputation follows the brand. Help this along by making your brand present across the customer touch points in the business: As a PR pro, you can ensure the whole company understands the corporate mission, vision, values, and goals so you can all believe, live, and breathe this. A good place to start is to review and assess aspects of each platform such as reach, popularity, interactions, the level of engagement, effectiveness of messaging, audience demographics, and whether there is any conflicts or confusion. Try not to use online channels for the sake of it—be strategic and decide where your brand needs to be seen regularly, what messages work, and where your influencers are. If all else fails remember it is all about going to where your audience is and giving them the content they want. We all know about the power of influence ; it travels faster than ever in a socially-networked world. As every PR pro knows, this message virality is a double-edged sword. Converse with them in a timely manner, and always be professional and courteous no matter what was said. Be sure to acknowledge positive comments, and attempt to respond to complaints and issues quickly. Build and nurture your brand ambassadors and let them spread the good word about your brand. You can turn conversations into customers and customers into brand ambassadors through social media engagement. Successful engagement is often attributed to retweets, shares, reach, clicks, and various other KPIs. The key to effective brand reputation management is to embrace it as an ongoing relationship with your community. By making sure that this relationship is healthy, your company can increase brand loyalty , and recognition in a competitive online landscape. This post was originally published on this site on February 26, It has been updated and republished for readers who may not have read it the first time around. July 6th, by Meltwater Related Posts.

Chapter 6 : Reputation Management Is Just As Important Offline As It Is Online | Bill McIntosh

Offline Method: Online Reputation Management pt. 2 June 11, In internet marketing sites and methods, offline strategies are often ignored. Often, the best methods are those that combine both online and offline methods.

What do you see? Are you represented fairly? Online reputation management ORM means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. Done well, online reputation management creates balance, counteracts misleading trends, and allows you to put your best foot forward. Why you should care about your online reputation? Now, you might not think that people are searching for you, but chances are they are. Online reputation management principles Search results are algorithmically generated. Your online reputation is determined by complex calculations run automatically by computers. No algorithm can tell whether information accurately reflects you or not, so popularity becomes the main measuring stick. It can be tempting to visit the negative pages in your search results over and over again. This tells search engines that the page is relevant, driving it up in the results. And under no circumstances should you link to it on social media or from another website. Why give them additional ammunition? Get your story out there. You can only promote the materials that are out there. That means you need a solid base of positive, accurate content to improve your online reputation. You can do this yourself to some extent—starting a blog, posting YouTube videos, etcetera—but you may need a publication team in order to affect competitive search results. Sign up, using your full name as your handle e. Are you active on LinkedIn? Make sure your resume is up to date. Social media sites often rank well in your search results, and you control the content they display, so they can make a big difference to your online reputation. Keep tabs on the personally identifiable information about you posted online. Opt out of services that sell your personal information, and remove your data from people-search sites. This makes it less likely that sensitive personal details can be used to hijack your online reputation. Assume everything lasts forever. This can work for or against you.

Chapter 7 : 34 Online Reputation Management Tools

Successful offline and online reputation management is not easy as you have to invest time and resources and also use some specialized skills.. Many businesses struggle not knowing how to manage their offline and online reputation.

May 05, Author: Steve Hamm Companies can rely on the internet to fix their online reputation because there is a great deal of DIY advice on how to approach and negate the subject. Thanks to experienced social media professionals, companies can also rely on marketing services. Does either resource know about offline reputation management? Unhappy customers will and still use TV, radio, newspapers, magazines, and word of mouth to ruin a company. Is there a way to combat offline reputation management in the digital age? Offline reputation is not as simple as hiring a publicist or PR representative to spin the bad press into a positive experience. Offline reputation management is not waiting for the negativity to die down. The complication is getting a different defense mechanism. Businesses need a separate plan to handle this effectively without ruining the brand. This is the foundation for an organic and positive offline experience. Rely on a stable online reputation. Perceptive shoppers find information about products and services online before purchasing in person. If the responses are mostly positive and neutral, the offline reputation is easier to maintain. Make it a top priority. Emphasize word of mouth. Before the internet age, word of mouth was the main source of offline management. It was and still is the reason businesses thrive. When you get one customer happy, that customer spreads his or her experience to their family and acquaintances. When their friends or family gets a positive experience from the company, it spreads to their connections. In order for that one customer to spread the good news, give that customer a reason to say anything. Offer discounts, sales, freebies, VIP membership deals, and customer appreciation days. Go out of your way to satisfy every customer from enter to exit. Use old-fashioned methods for measurements. The best documentation for a business is customers due to their unbiased nature. Ask for customer feedback through hard-copy surveys, polls, and comment cards. Use the information to improve your services or products. For more information on online and offline reputation management, contact us. Recent Blog Posts November 07, Author: Steve Hamm If your sales are falling short of your expectations, you may have an inefficient sales process. That is, it produces low conversions at different steps along the sales funnel, and protracts the av October 30, Author: Every business is unique in its own way an October 26, Author: Enterprise-level tools are often too complex and require too many different parts to be used in small businesses, especially if you have employees who handle September 28, Author: Steve Hamm Small businesses are different from larger ones. Larger businesses have to focus on juggling an expanding internal infrastructure, quality control for a varie September 14, Author: There are occasional flare-ups, especially during the busiest seasons of August 09, Author: Steve Hamm Can you use automated marketing and CRM customer relationship management software to regain some control of the sales process? Experts believe that it is possible to use the tool as a way of posi August 02, Author: Steve Hamm The sales process is all too often a glaring source of inefficiency within businesses. Companies can address this problem by getting set up with CRM software and committing to a more systematic pro July 19, Author: Steve Hamm Reviews are one of the most powerful aspects of digital marketing available to us, and any company taking charge of their online reputation has already begun manicuring their review collection and June 21, Author: Steve Hamm Many years ago the work of sales and advertising departments were separate entities. Advertising efforts were geared toward pushing out commercials, prints ads, and outdoor billboards. June 14, Author: Steve Hamm There is an old adage:

Offline Reputation Management Business in a Boz by Jerome is a phenomenal PLR package invaluable if you're involved in offline marketing - ie providing internet marketing services for local.

Contact Us Today Online Reputation Management is more than just cleaning up search engine results and burying negative news articles. We provide premium, long-term services to repair and uphold your reputation in a white-hat, sustainable way. What is Online Reputation Management? However, a successful program is so much more than just search engine optimization. The three most critical phases of a long-term strategy are brand protection, crisis management, and ongoing digital reputation monitoring. What we can do for you: Ensure that your online search profile reflects your company or personal brand. Eliminate brand ambiguity from Google search results. Protect your name with a positive, authentic online presence. Establish yourself as an authority on the internet and across social networks. Leverage a network of online relationships to build trust and credibility. Identify and address staged competitor attacks. Why is Reputation Management Important? Online reputation management is important because your search results may not be reflective of you or your company. If you sell quality goods and provide excellent customer service then your business probably earns plenty of positive reviews. Unfortunately, uncontrollable events and staged competitor attacks can still give your company a negative online reputation. The result can be anything from potential customer loss to ruined business partnerships. An expert reputation manager will address potential problems up front. We can put you in a better position to prevent and recover from damaging content. Perhaps you have the same name as a criminal. Maybe your company was falsely accused of a crime or your business got caught up in a political debate. Even companies with thousands of positive reviews can be harmed by a few negative reviews on a highly-ranking website. Having a negative reputation is more common than you might think. Surprisingly, almost half of US adults say they have a negative search landscape. Online Records Last Forever – or at least they can last for a very long time. Content can be nearly impossible to take down once it has been cached or archived. Even if you remove a negative post from one site, other domains may have already syndicated it. This can have a ripple effect through your personal and professional life. Our experts will work to strengthen and promote a positive reputation that becomes permanently ingrained in your digital profile. Online Reputations Have Offline Impacts One of the first things people do when they hear about a business is to look them up online. Unflattering articles and poor reviews may affect business deals, funding opportunities, revenue, hiring, and retention. Bad press can also jeopardize your ability to run for office, chair an organization, or sit on a board. Our personal lives are equally vulnerable to negative online content. You may find it more difficult to apply for credit, land a job, or possibly start or save a relationship. What are the biggest threats to your reputation? Negative Reviews Most consumers now visit online review sites to learn about products and services before making a purchase. But what happens if potential customers discover complaints about your business? Negative reviews on Google, Yelp, and Ripoff Report cost businesses hundreds of billions of dollars each year. Further, many of these reviews may be faked by competitors. Brand Ambiguity Not all businesses have unique names. If your brand name is also a common word, you could be left out of your own branded search entirely. Identity confusion You may have a spotless reputation, but people who share your name may not. Our internet reputation management firm has the expertise to help you put your best foot forward. Lack of information A lack of online information about your business is almost as bad as a negative result landscape. Unflattering photos and videos appearing in a Google image search might cost you your job or business. Building a Good Reputation with Positive Content Our unique Online Reputation Management service offers complete coverage to help you groom your digital presence and restore your reputation. We are experts in on-page and off-page search engine optimization SEO, which is the practice of creating content strategically, taking into account factors such as keywords and links, so as to gain maximum visibility for you or your brand. Therefore, we understand what it takes to rebalance your search landscape. Let us help you build and execute a strategy to get you there. These tactics are only a small component of the complete strategy we can help you execute at enterprise scale. Expand your digital footprint

Assess your search landscape from an objective standpoint: Take a look at the content populating your current search results. Learn more about how to Google yourself here. Claim all of your online properties and web pages: Whether or not you plan to manage accounts on Foursquare, Pinterest, Tumblr, or other social networks, you should at least claim the accounts before someone else does. Not sure where to start? Try using KnowEm to discover unclaimed accounts. Many brands have discovered counterfeit profiles publishing harmful content under their names. Furthermore, you may end up having to buy the rights to an otherwise free profile in order to silence the rogue account. Use your social media accounts: You should also commit to being active on any networks that make sense for your brand. Showcase your expertise Write and promote your own online content: WordPress is a free and easy place to share blog posts that tell your story. Google prefers active and relevant content, so keep your blog updated regularly and encourage comments on your posts as well as on all your other social media to signal to search engines that this content should be clearly visible. Become an authority by writing guest posts: One way to expand your digital footprint and display your knowledge is to write guest posts for other websites. Improve your visibility Consider paid and earned media: Traditional marketing tactics can also help boost your visibility and reputation. Good old paid media like commercials and pay-per-click advertising can draw positive attention to your brand. Earned media coverage, which consists of organic word-of-mouth, articles and unpaid reviews, is a bit more difficult to obtain. However, it can have a powerful impact on your online reputation. Link to your most positive online results: This will send a clear signal to search engines like Google and Bing that this content is relevant and popular, and it should rank higher as a result. Monitor for trouble Sign up for Google Alerts: Ignoring your search landscape is no longer a luxury many can afford without disastrous consequences.

Chapter 9 : Managing Your Offline Reputation | MaaS Pros Raleigh Durham

Managing Your Offline Reputation May 05, Author: Steve Hamm Companies can rely on the internet to fix their online reputation because there is a great deal of DIY advice on how to approach and negate the subject.

This is a bit of a quick post but I know if I don't post it now, I never will. This directly affects the way you should manage, monitor and measure your online branding campaigns in real time. I believe the same has to be applied to offline branding. People are no longer interested in anything that is not a REAL representation of the brand, accompanied by a means for them to interact BUT how do we measure offline campaigns in real time? Real time reputation if only it was as easy as opening up a BrandsEye account to measure and control offline reputation. But it is not impossible. Think every single promoter in store, brand ambassador at an event, or any person representing a brand offline equipped with a video phone, or which ever mechanic makes sense getting real time information about people using their products, by having a simple CHAT. This takes us to point nr 3. Establishing key offline ambassadors well connected people who are already advocating your brand and being able to identify their influence. Making use of a customer centric approach to product and campaign development is far more valuable than what the current adoption rate of this approach may show in South Africa. Are your employees your brand? It taught me a lot about living the brand, I will continue to live the vitaminwater brand and not because they asked me to, but because I want to. I managed to do a couple of degrees at university, where my indecisiveness seemed to have paid off in the long run, as I got to come across the very important alignment hidden in the chapters of my organizational psychology and my marketing textbooks. In the REAL world, I was pleasantly surprised to notice that these two departments do not work together all that much. It is actually so logical, perhaps a bit ideal, but it makes perfect sense, job satisfaction and offline word of mouth must be correlated to some degree. People who form part of the brand lifestyle and experience must be far happier working for the brand than someone who falls without the lifestyle and the brand experience. I would love to perform a study on this, perhaps someone else has already. The point I am trying to make is that South African Brands spend so much time and money on their marketing campaigns, to a point where agency professionals know more about the brand than some people in the company. Online Platforms facilitates this, Offline interaction has to as well. Brands can no longer hide behind the advertising boards of the 20th century.