



Online Reputation Management

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The Basics

- ▶ Online reputation management is managing the way individuals perceive your organization online.
- ▶ Two important components:
 1. Monitoring and influencing the online reputation of your organization
 2. Addressing negative mentions or reviews



Why is this important?

- ▶ With the growing amount of time spent online, the internet is having a greater influence over a consumer's decisions.
 - ▶ In the last 10 years, the average amount of time spent online per week doubled from 12 to 24 hours a week.
 - ▶ Seventy-eight percent of consumers look up information online before deciding to interact with an organization.
 - ▶ Therefore, a positive online reputation attracts consumers, builds loyalty, and increases confidence, which in turn increases sales and bottom line growth.

Stages of Reputation Management

- ▶ Establish
- ▶ Maintain
- ▶ Recover

Establishing your Reputation

- ▶ Create a blog
 - ▶ This allows your organization to control the content with relevant and timely information.
- ▶ Encourage Reviews
 - ▶ Consumer reviews are extremely important, 92% of users read internet reviews, and 89% trust those reviews.
- ▶ Gain Publicity
 - ▶ Promote your company as much as you can so that you are at the forefront of consumers' minds. This can be done through press releases, statements, events, etc.
- ▶ Be active on social media
 - ▶ Social media has a large influence on online reputation. As much as 40% of online adults follow their favorite brands online.
- ▶ Keep in mind that when working to establish a reputation, it will take about three months to see any results and a year to establish a solid reputation.

Maintaining your Reputation

- ▶ In order to protect a positive reputation, organizations need to monitor what is said and respond to any negative comments.
- ▶ In addition to monitoring their own reputation, organizations can choose to use an online monitoring company.
 - ▶ Top companies include:
 - ▶ WebiMax
 - ▶ Gadook

Responding to Negative Comments

- ▶ Acknowledge the comment as feedback
- ▶ Encourage the consumer to contact you through a more private channel in order to correct the issue
- ▶ Publically say how the issue will be fixed so that other consumers know that you are working towards a solution
- ▶ It is important to respond to consumers within two days



 **Tim Clark** I got my first pair and not impressed at all. I won't return them but won't buy another pair.

[Like](#) · [Reply](#) · 1w

 **Bombas** Hi Tim, we're sorry to hear our socks weren't for you. We appreciate hearing your feedback. If you change your mind and would like to return your socks for a refund, all you have to do is send us a private message with your order information and we can help.

[Like](#) · [Reply](#) · 5d

 **Cynthia Guffy** I tried to place an order over \$200 and it said I wasn't eligible for the 20% off so I cancelled my order

[Like](#) · [Reply](#) · 4d · Edited

 **Bombas** Hi Cynthia, we apologize for the trouble you had with our first purchase discount. Yesterday, there was a small glitch in our system that didn't allow the code COMFORT20 to work. Not to worry, we have fixed the issue and that code is now able to be applied to your order. If you continue to run into any issues, please give us a call at 800-314-0980.

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Recovering a Damaged Reputation

- ▶ If your organization made a mistake, take responsibility
- ▶ Apologize
- ▶ Bury the negative comment or video
- ▶ Take control of your image

The Don'ts of Reputation Management:

- ▶ Paying someone to write positive reviews
- ▶ Encouraging “Trolls”
- ▶ Lying
- ▶ Ignoring the consumer

Sources:

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- ▶ <https://www.forbes.com/sites/tjmccue/2018/06/26/social-media-is-increasing-brand-engagement-and-sales/#d208e327cb31>
- ▶ <https://www.forbes.com/sites/kevinharrington/2013/12/05/6-quick-fix-tips-for-reputation-repair/#1fb0b97f545a>