



Reputation Management:

How to Present Your Business Online

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About



One Degree provides outsourced digital marketing services to businesses and organizations. (Social media management, email marketing, website design/development, paid digital, marketing strategy development.)



Elevation Academy provides marketing education for small businesses and nonprofits via a subscription-style membership.

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CEO, One Degree Marketing
Founder, Elevation Academy
Mom, Wife, Target Afficiando



Agenda

- **Goal for this session**
- **What is “reputation management”?**
- **Assessing your reputation**
- **Reputation management strategies**
- **The proactive life**
- **The reactive life**
- **Do’s and don’ts that didn’t fit in another category**
- **Track & measure**
- **Tools**
- **Q&A**

My Goal

That you will gain an understanding of reputation management that adds a skillset to your toolbox to strengthen your online presence, foster deep relationships with your audience, and further your business growth.

Definition of Reputation Management

Reputation Management:

“The act of managing public perceptions about a business or enterprise.”

Could be person or professional

BRAND Reputation Management:

“The process of monitoring how consumers perceive your brand and taking strategic action to improve your brand’s image.”

This is the most popular, but not necessarily the most important.



Definition of Reputation Management

What can happen?



Positive

- Inspire customer loyalty
- Drive revenue & growth
- Perception of more value, allowing for higher prices
- internally – attract high quality talent



Negative

- Decreased sales
- Loss of customers
- A hard lesson of what customers want (this can be good if you're willing to listen)

Definition of Reputation Management

A continuous process < > Two sides

A brand can have a great BRAND reputation & still have a negative reputation.



Reputation Management

Experience –

Production practices, sustainability, etc.

Brand Reputation Management

Perception –

Can make changes to branding



Assessing your reputation

Where are you now with your reputation?

01

Do all of your owned channels reflect current imagery, messaging & values?

02

Is all of the online info about your business up-to-date & consistent?

03

Are you currently cultivating a positive user experience, start to finish?

04

Are you currently listening to customer feedback?

Assessing your reputation

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Real quick... let's preview marketing elements that support these...

Assessing your reputation

Where are you now with your reputation?

01

Do all of your owned channels reflect current imagery, messaging & values?

Where defining your brand matters – tone, voice, message, etc.

02

Is all of the online info about your business up-to-date & consistent?

Where having a brand guide matters

03

Are you currently cultivating a positive user experience, start to finish?

Where having a defined customer journey matters

04

Are you currently listening to customer feedback?

Where community management (on-line and off-line) matters

Assessing your reputation

How?



**Search customer
reviews**



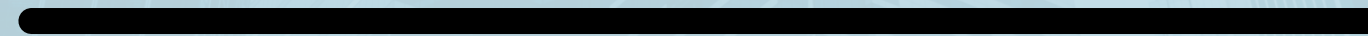
Review sites



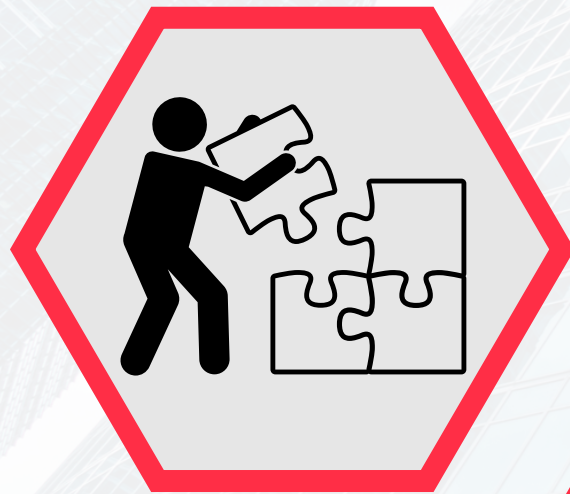
Look through social



**Google & other search
engines**



Reputation Management Strategies



Proactive

Taking preemptive measures to fortify your online reputation before any negative content emerges.



Reactive

Comes into play after negative content about you or your brand has already surfaced.

Pro-tip: No matter which you find yourself executing, decide in advance whose job it is to monitor.

The Proactive Life – Quality Products & Services

Whether you realize it or not, every aspect of your customer experience *is* marketing.

**Are you truly
solving your
customer's
problems?**

Functional, durable,
reliable, safe, etc.
products/services

**Customer
service**

How do customers contact
you regarding issues?
How does it take you to
respond?
How do you make it easy for
your customers?

Tip:

Consider creating a
customer
experience strategy.

The Proactive Life – Marketing & Content



Content that provides value

- Blog posts (sharing expertise, resources, etc.)
- Sharing success stories
- Creating & maintaining a vibrant, active social media presence
- Using your website to communicate FAQs or educate customers

The Proactive Life - Marketing foundations that support



Brand Guide



**Well-defined brand
tone, voice,
message**



**Marketing strategy /
social strategy**



**Content Plan (&
execution)**

The Proactive Life -



Mindset Shift

Quality digital marketing is more than about sales.

It's about teaching your audience who you are, what you offer, how to engage with and enjoy the benefits of product/services, and answer the questions they are researching.

The Proactive Life –



Mindset Shift

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**Authenticity, transparency, &
genuineness are key**

The Reactive Life

A guide for responses

- What comments, reviews, feedback will we respond to?
- Use your brand/tone voice to craft response tones
 - i.e. Positive – we will respond to positive comments with gratitude & fun supportive comments
 - i.e. Negative – we will respond to negative comments, apologize (or not), offer steps for address concerns offline
- How many times will we engage?
- What is the process AFTER the online engagement?



The Reactive Life

Community management as a tool



- Don't be afraid to report, hide, or block spam comments or harassment
- Respond promptly
- Don't be afraid to say aloud, "We hear you!"
 - Pro-tip: Don't make promises. Simply acknowledge a commonly expressed issue, communicate that you value the feedback and that your brand aims to provide the best experience possible. Consider adding that you are seeking solutions or are in the process of doing better.

Do's and Dont's



Do Not List

- Do not argue in public
- Do not change how you do business based on *every* negative review
- Do not attempt to “teach them a lesson”



Do List

- Do encourage people who left negative reviews to update their review
- Do encourage reviews when people are pleased (customer journey add)
- Do understand that feedback is a part of the journey

Track & Measure



Surveys

- 1st thing that comes to mind when you think of our brand?
- Which word best describes our brand?
- What feelings do you experience when you think of our brand?
- How would you describe our brand to a friend?
- On a scale of 1-10, would you recommend our brand?



Social Listening

- Monitor Google alerts
- Monitor comments
- Monitor reviews
- Monitor forums

Track & Measure



Customer Journey Data

- How did they find out about your company?
- Evaluate products and/or services
- Compare with competitors
- Rate customer service interactions

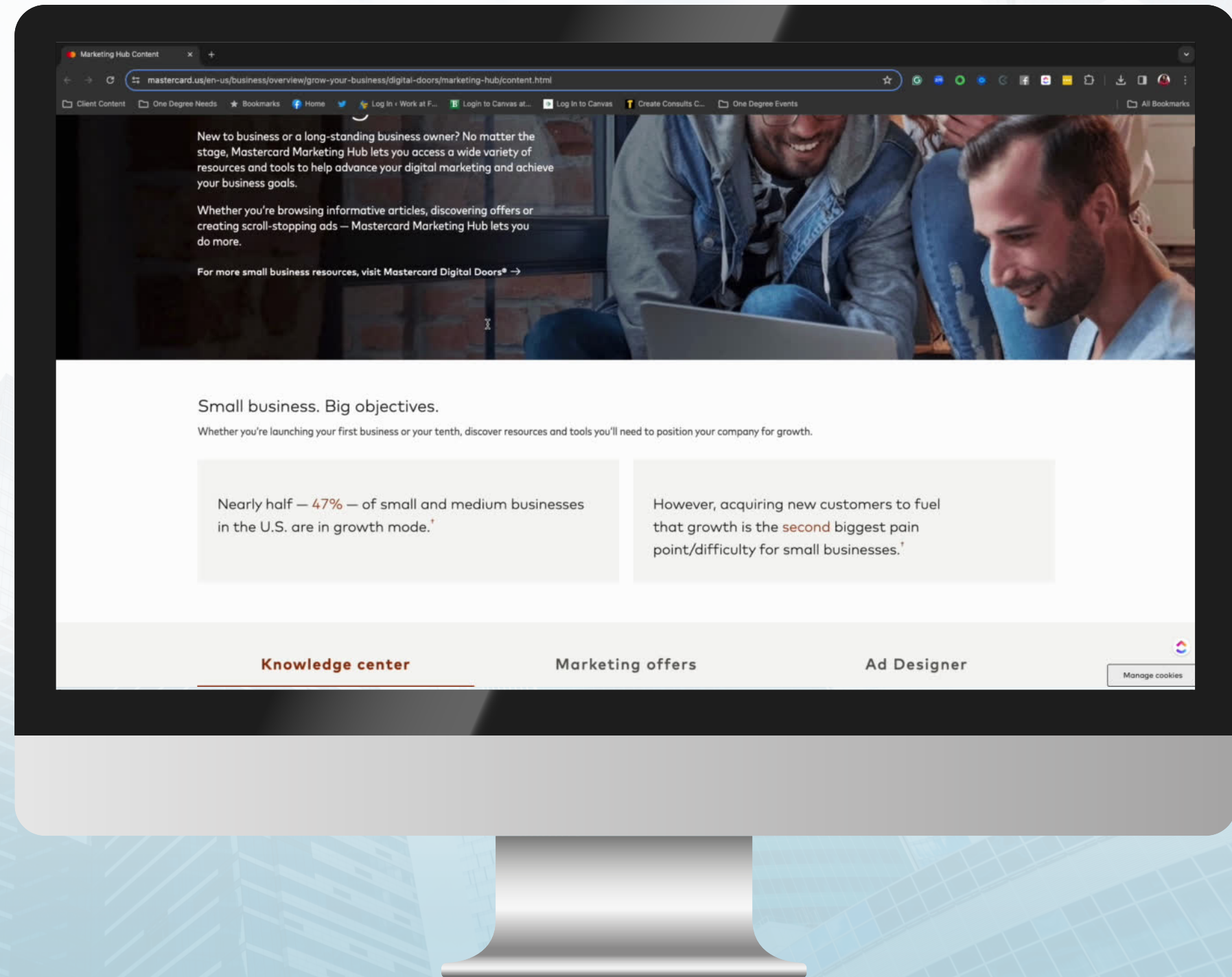
3rd Party Tools

Note: Don't rush to spend money.



Speaking of tools

**Have you been to
the Mastercard
Digital Doors
Marketing Hub?**



Thank You

For Your Attention

Q&A

