

Online Reputation Management

Online Reputation Management (ORM) is the process of influencing the online public to view a brand in a positive light.

When companies first ventured online the goal was to reach a passive market. A website was much like a business card or brochure. The landscape has changed. The internet is a vast communication hub. Through Social Media people now communicate directly with and about commercial entities. An online business presence is mandatory for credibility.

Reputation Success

1. Every business needs an effective ORM plan.
2. Engage feedback in a timely manner.
3. Remain professional, not emotional.
4. Positive responses turn the tables on bad reviews.
5. Ignoring criticism will not make it will go away.
6. Defensive and aggressive responses create a double negative.

Effective ORM

Our ORM system is simple, yet intensive. Online sentiment regarding a brand is monitored and recorded. Feedback responses are prepared. Results are tracked to ensure that brand sentiment is positive or improving.

Monitoring

- Social Media Platforms
- Review Websites
- Forums
- Blog Posts and Comments
- Press Releases

Prepared Response

- Answering reviews and comments respectfully

Follow Up

- Tracking response results

The Talk: Your Current Rep

What is the public is saying about you?

Knowing what is circulating about your brand, both negative and positive, is essential to growing your business. People may be talking about you via Facebook, Twitter and a myriad of other platforms. The talk cannot be ignored.

Businesses must digitally engage the public. Online inquiries, as well as complaints, must be answered. Ignoring customer complaints can pose a public relations nightmare. The goal is to be ready to respond respectfully.

Social Media

Posts, Tweets and other forms of communication involving your company must be monitored and, if needed, acted upon. Monitoring online sentiment determines whether responses are necessary.

Review Sites

Online review sites offer users a place to express opinions and personal experiences. Responding to reviews in a professional manner is always best practice. When possible, engage positive reviewers. Negative reviews need to be analyzed, not responded to emotionally.

Someone once said, before you defend yourself, consider the truth in every statement. Constructive criticism breeds improvement. If your message is considered offensive by your target audience, rethink your message. Responses should address, not dismiss, concerns. Reviewers should never be attacked in response. The “Do Unto Others” rule applies here.

Search Engine Optimization

Search engine listings are at the core of a brand’s reputation. Search results are your most important calling card. They are the go-to source for reviews and information; a first impression. If the top search results for your company are relaying negative information, it’s time to rectify the situation.

Google Is #1

As the most popular search engine, Google demands your attention. Google is the home of the first impression. Your Google listing needs to portray a positive light.

Criticisms vs. Bombs

Reputation Bombs, as opposed to criticisms, can affect long-term success. Bombs carry destructive weight. Every day complaints can be addressed without threat to your business. Bombs appear in search engine results. Bombs must be addressed and eliminated.

Legalities

The First Amendment to the Constitution guarantees all Americans the Freedom of Speech. *“Congress shall make no law... abridging the freedom of speech, or of the press, ...”*

We all value Freedom of Speech, until the speech is publicly detrimental to our livelihoods. While exercising this cherished right, a line may be crossed. Slander is when an opinion is reported as fact. If the claim is false, defamation has occurred. Printed defamation is libel. Defaming a business is illegal.

Defamatory (false and improper) content can be removed for the web. Removal steps should be taken if a statement includes:

- false information
- improper tone or language
- not a review but an attack or threat
- a goal to damage a reputation

Take Action When Necessary

Serious attacks happen. Defamation to your brand needs to be addressed. A professional should be engaged to address the problem. Attackers must be held accountable for their actions. There are consequences for illegal behavior. The decision lies in determining whether the fight is worth the amount of damage done.

Relationship

The true foundation of reputation, whether online or off, is relationship. By forming relationships with clients, as well as prospects, attackers have less ammunition. Your brand needs to achieve a level of respect among consumers that will survive unfounded attacks.

Transparent Integrity

It is said that integrity is what you do when no one is watching. In the commercial realm, integrity is how you do - what you do - behind the scenes. Running a business transparently is acting as if everything you do will be revealed publicly. If your business practices are less than honorable, odds are the public will find out. With so much digital communication, transparent integrity is a best practice.

ORM Help Is Here!

Your brand’s image is of utmost importance. Contact us to help protect or restore your reputation, today.