

# Online Reputation Management 2018

## AOTC – Age of the Customer

Forrester Research, we're 2 years into a 20 year business cycle titled: the Age of the Customer (AOTC). The Age of the Customer, the people, not the marketers, hold the power.

When a business understands the shift in consumer power they are better positioned to maximize their brand reputation or online reputation opportunities.

As a marketer, it is our job to "educate" the companies we work for about the power of the customer.

Maya Angelou Quote:

"I did then what I knew best; when I knew better, I did better." The lesson here – continually do better. Your company's reputation is in the hands of a socially empowered public – and one that is exponentially growing.

Forbes.com

"What do Rolex, Lego and Hallmark have in common? According to 2017 data from the Reputation Industry, they're three of the five most reputable companies in America. Their placement is a combination of nostalgia, corporate responsibility and a willingness to focus on reputation strength."

Massive PR is an online public relations company with a concentration on reputation management. President Nadia Munno says this;

**"91% of searches don't go beyond Page 1, and Google is your new business card — that's something we tell all of our clients, and it continues to be humbling how brands, small and large, still let this fall by the way-side. Being proactive is now a necessity, and if you're being reactive, the reputation damage has already been done — catch up isn't a game you really want to play."**

**Brands invest so much time, money and resources to tell a beautiful narrative, visually and contextually, but if their customers see even one negative result, massive revenue opportunity is lost — and the e-commerce implications are quantifiably destructive."**

So....who are your customers? Depending on your position in a company: Customers, clients, employees, bosses.

### **Being Proactive – Guaranteed to be the best insurance policy ever.**

BE POSITIVE in your community, within your organization, down to all individual interactions. Start at 100% expectations – accept 90% and you'll rarely deal with online reputation issues.

### **My Top 15 PROACTIVE Tips for Online Reputation Management:**

1. Take care of your customers
2. Take care of your customers
3. Take care of your customers like you want to be taken care of..
4. Take care of your employees...Often this is neglected as part of online reputation management. Think of employees as Brand Ambassadors.
5. Develop clear policies and procedures
6. Make sure your website has easy to find "people who run" the company information.
7. Have a clear "Talk to Us" option on the website.
8. Make sure Google My Business is up-to-date.

9. Manage your LinkedIn for management staff
10. Have a media page – easy access for all media inquiries.
11. Designate a company spokesperson/s – 1 & 2
12. Focus, focus, focus on gathering positive online reviews for both Google and Yelp. Make this an integral part of your company culture. If you haven't..set up a 30 day "Review Us" campaign.
13. Set up a Google Alerts account for your business. <https://www.google.com/alerts>

## **My Top 10 "When Bad Stuff Happens" Tips for Online Reputation Management**

1. Set policies for Online Reputation Management situations.
  - a. Who will respond.
  - b. What will be said.
  - c. Who is the contact at your company.
  - d. Who will write response.
  - e. Who approves final response.
2. Determine who was involved in the situation.
3. Sit down with the team and discuss what happened and what you could have done better.
4. Address Negative comments or commentary immediately in a polite and professional manner. (Depending on the situation within an hour/max of 1 day)
  - a. Situation 1: Easy to reply
  - b. Situation 2: Need more information before replying
5. Understand the reason behind the negative comments ...put yourself in their shoes.
  - a. Be empathetic using terminology such as:
    - i. I'm sorry we disappointed you, I can assure you this is never our intention.
    - ii. I'm sorry that you feel this way.
6. Take ownership of your mistakes.
  - a. Never argue
  - b. Never respond when your mad.
  - c. Never say they were wrong. The last thing you want is an online argument.
  - d. Respond with as few words as possible to make your point.
7. When you have a "crazy" bad response;
  - a. Write response as educational
8. Responses are strategic.
9. Write your response with the intention of winning them back. (Although this happens rarely, the quality of your response is the most professional at this level.
10. If a company's reputation is really damaged consider hiring an online reputation management consultant.  
[www.MassivePR.com](http://www.MassivePR.com)

### Final thoughts:

1. Remind companies to think about their interactions with customers as being filmed at all times.
2. In other words, always be on your best behavior.