ORM – ONLINE REPUTATION MANAGEMENT

Introduction to Online Reputation Management and Reputation Marketing

- Difference between reputation marketing & management
- Discover assets that help in reputation management
- Learn about various brand sentiments

Online Reputation Management: Negative to Neutral

- Importance of online reviews & testimonials
- How to mitigate the impact of negative reviews
- Learn why monitoring brand mentions is essential

Crisis Management Protocols At A Brand Level

- Learn how you can avoid an online crisis
- Discover steps of dealing with an online crisis
- Learn how crisis management protocols help

Brand Management & Digital PR

- Learn how promoting reviews is integral
- Get introduced to Digital Public Relation

Digital Creators and Influencers

- Finding Influencers and Evangelists
- Engaging with Influencers and Evangelists
- Engaging with Paid Influencers and Evangelists
- Influencer Collaboration

Online Reputation Management & Reputation Marketing Tools

- Master various Social Media Analytics tools
- Find publishing tools for multiple social platforms
- Learn how to get insights about customers' sentiments

Additional Steps for Effective ORM

- Use LinkedIn for reputation management