

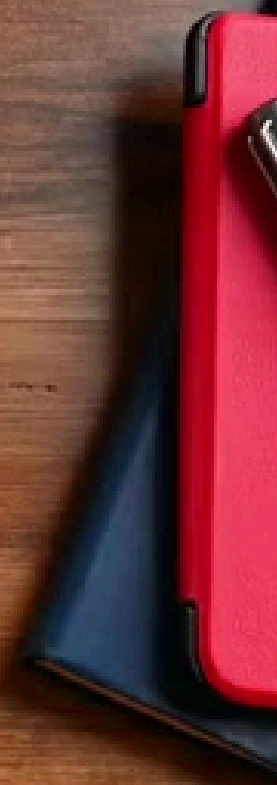
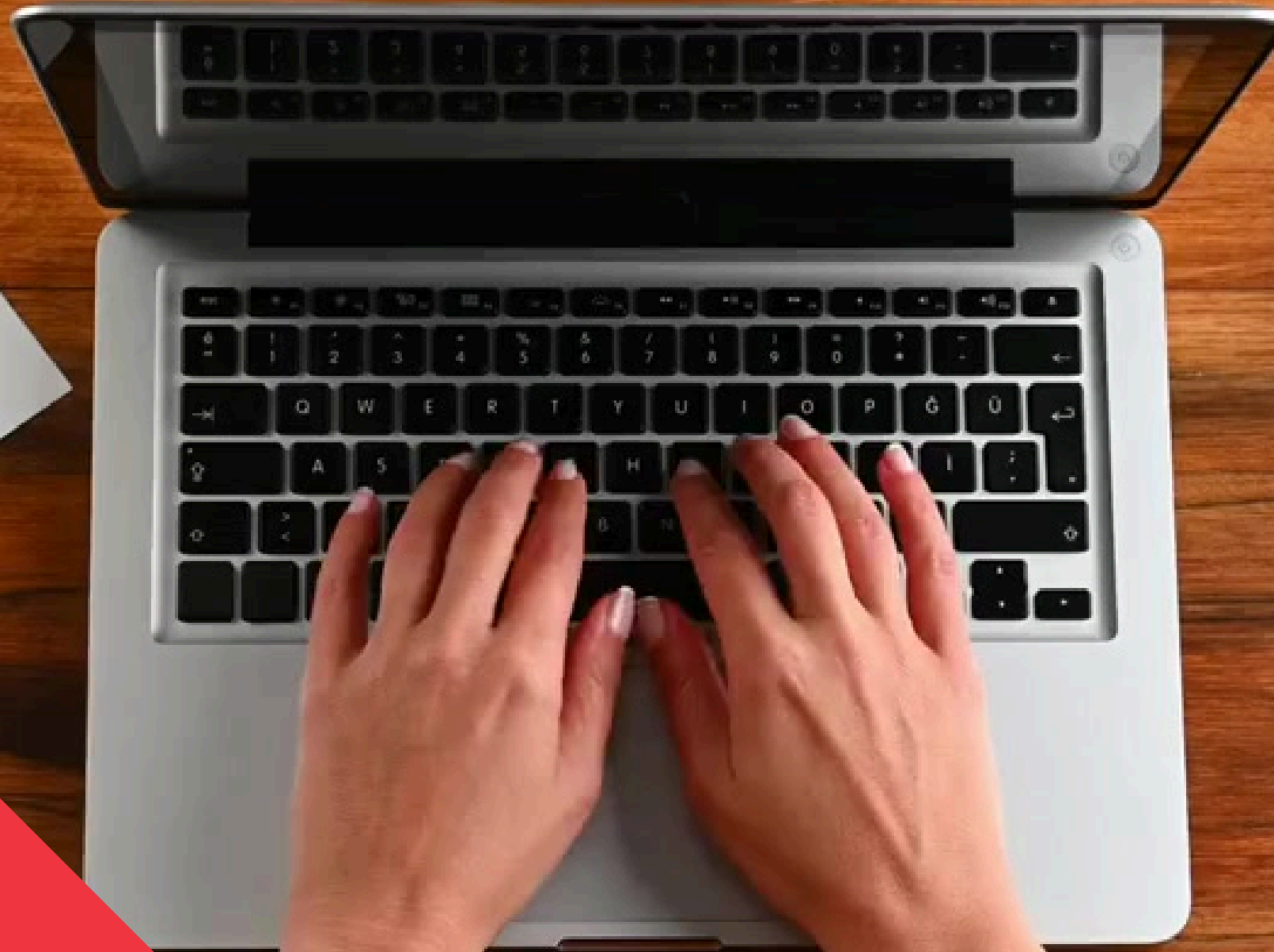
A group of three people are gathered around a table in a modern office setting. On the left, a man with short dark hair, wearing a tan jacket over a black shirt, holds a white document and looks towards the right. In the center, a woman with blonde hair, wearing a purple and white striped shirt, is looking down at a laptop. On the right, a woman with a blue braid and a patterned headband, wearing a blue and green plaid jacket, is also looking at the laptop. The background features large windows with a grid pattern and two circular pendant lights hanging from the ceiling. A green plant is visible on the left side of the frame.

Storytelling



Protecting Your **Online Reputation**

Why
does
**ONLINE
REPUTATION**
matter?



A photograph of two women sitting on a brown leather couch in a bright, modern interior. The woman on the left has dark, curly hair and is wearing a white cardigan over a white collared shirt; she is looking down at a smartphone in her hands. The woman on the right has long, straight brown hair and is wearing a light-colored sweater and a pearl necklace; she is smiling and looking at a laptop screen. A large window in the background shows green foliage outside. A green plant is visible on the left side of the frame.

Your online reputation is your business's digital identity
and often the first place that people find you.



That first impression
can influence consumer
perception and
purchasing decisions.
Protect your online
reputation at all costs.



How can you monitor your **online reputation?**

Regularly review social media, review sites, and search results for customer feedback. You can set Google Alerts and monitor social media searches for your business name.

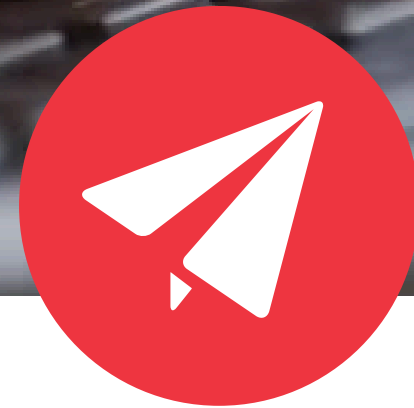


A man with dark hair and a beard, wearing a black t-shirt, is sitting at a desk in a bright, modern office. He is looking intently at a laptop screen. The background shows white office cabinets and a window with sheer curtains. The lighting is soft and natural, suggesting a daytime setting.

Stay alert for any mentions of your brand
or Founder to address issues promptly.



Nurture and
thank positive
feedback



Address and
follow-up
negative feedback



All should be
actioned as soon
as possible



How should you handle **negative feedback**?



It can be difficult, but ensure to respond calmly and professionally.

Acknowledge the issue, offer a solution, and show empathy to win back trust.

(Never accuse or lose your temper!)

And don't be tempted to delete negative comments. This usually comes back to bite you with the person reposting and declaring that their initial complaint was deleted!





But what if your online reputation is **in tatters**?

A woman with dark hair pulled back, wearing a teal sweater and a watch, is focused on writing on a cardboard box with a white marker. She is in a warehouse or office environment with stacks of boxes and a laptop visible in the background. A red heart sticker is on the desk in the foreground.

We hope this isn't the case for you, but if your reputation feels damaged beyond repair, it's time for systemic change.

Your business needs to address the issues internally, then declare this externally once it's taken hold. Consider a rebrand to draw a line under the old behaviours and usher in a new era for your business.



You don't need to declare what was wrong explicitly, but do share what you're doing right!



A woman with long brown hair, wearing a white sleeveless top and a blue skirt, stands in front of a building. The building has large windows and is decorated with warm white string lights. The scene is set during the day, with a clear sky and some greenery visible in the background.

IF YOU'VE IMPLEMENTED
NEW POLICIES,
SHARE THEM!

If you've outsourced something or moved it in house, let customers know!





Changed a supplier?



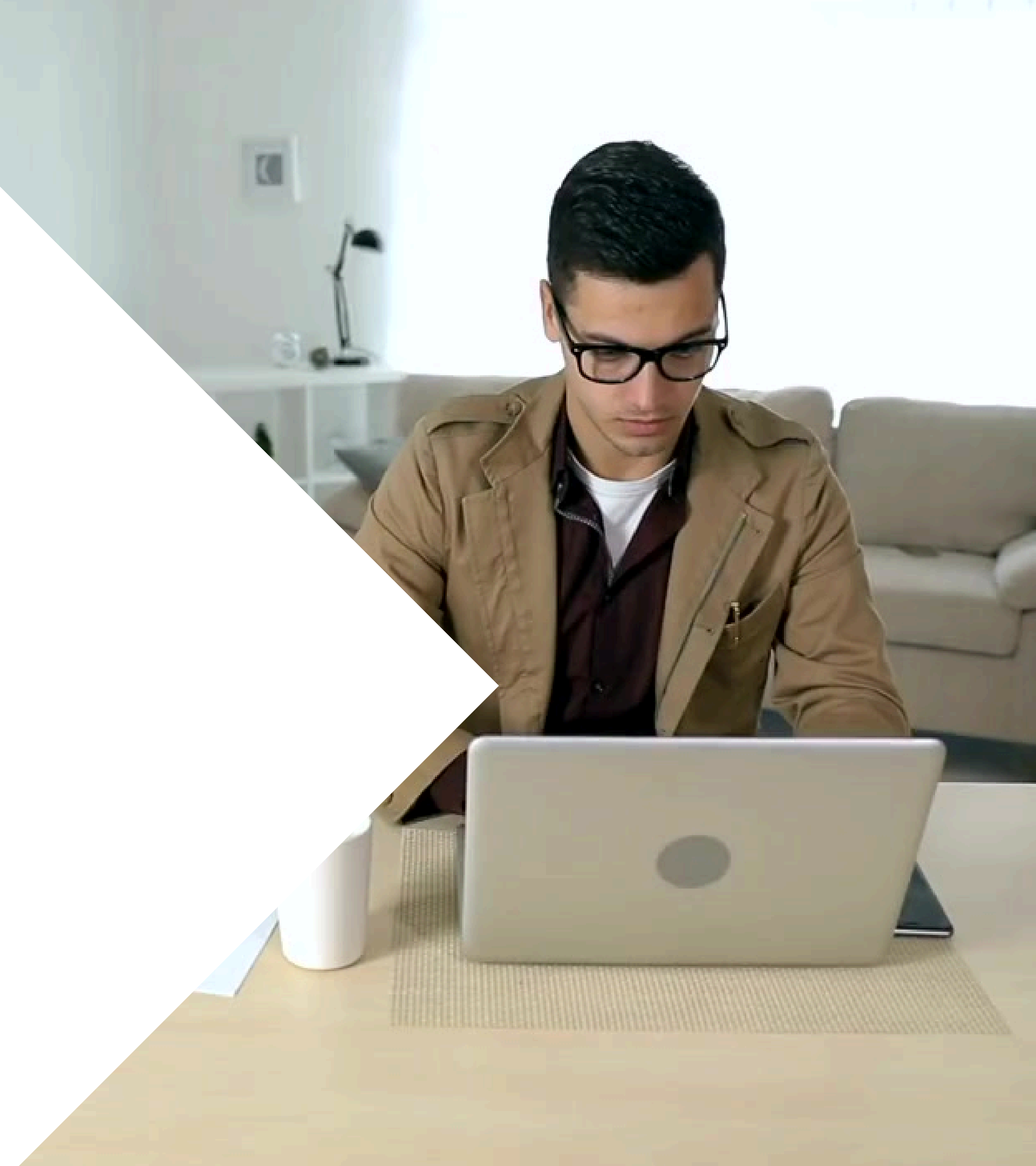
A postal carrier?



A product mix?



You've got it, let them know!





If you do opt for a rebrand,
do the same, let them know!





Don't mention that it was needed because of the past.



Do mention that your business has evolved and this is a way to celebrate the changes.



So, what proactive steps can you take for a positive brand image?

Build a strong online presence with engaging content, proactive customer service, and transparent communication to foster a positive brand image.





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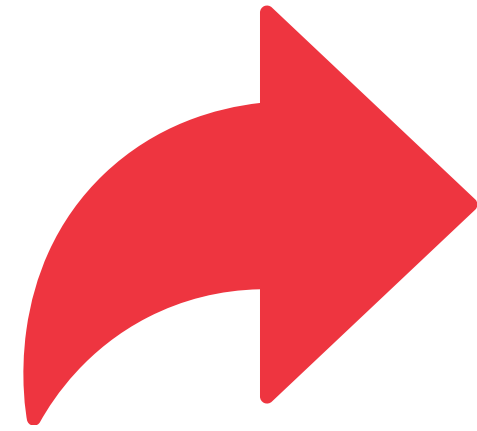


Remember to share your business' values to help your audience connect with you as a brand.



Are you leveraging **positive testimonials?**

If people are
singing your
praises, share it!



Showcase positive
customer testimonials and
encourage satisfied
customers to share their
experiences to bolster your
online reputation.



THE BEST PLACES FOR REVIEWS?



Google Business



Facebook



and your Website

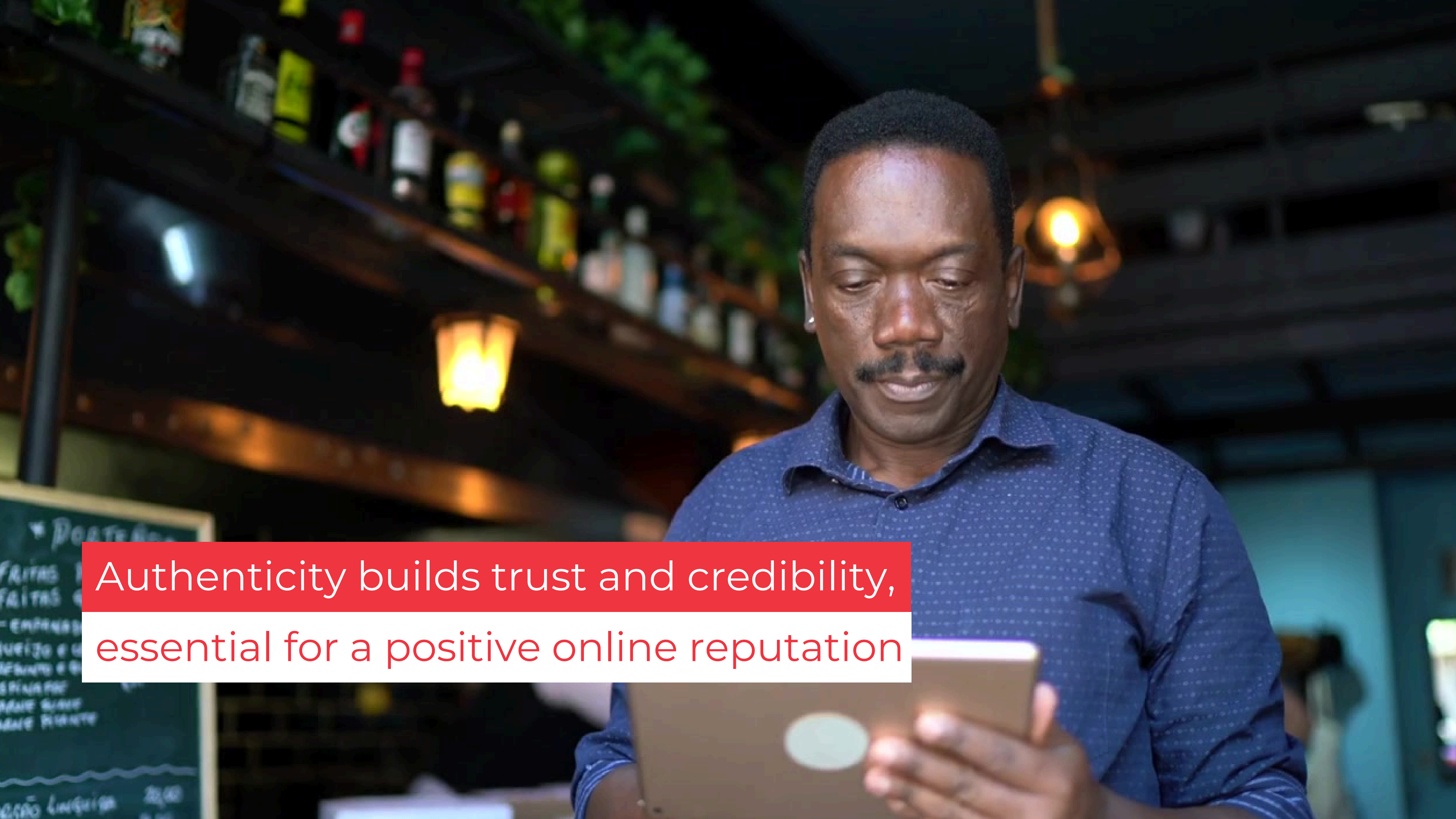
You can also consider TrustPilot and, if it's relevant to your business, sites like TripAdvisor.



So, what else
can you do?
Be transparent and authentic
with your audience.

Be transparent in your communications and actions, let people know where your business started and share where you're headed.





Authenticity builds trust and credibility,
essential for a positive online reputation

Make sure
you're
engaging
with your
audience
too!

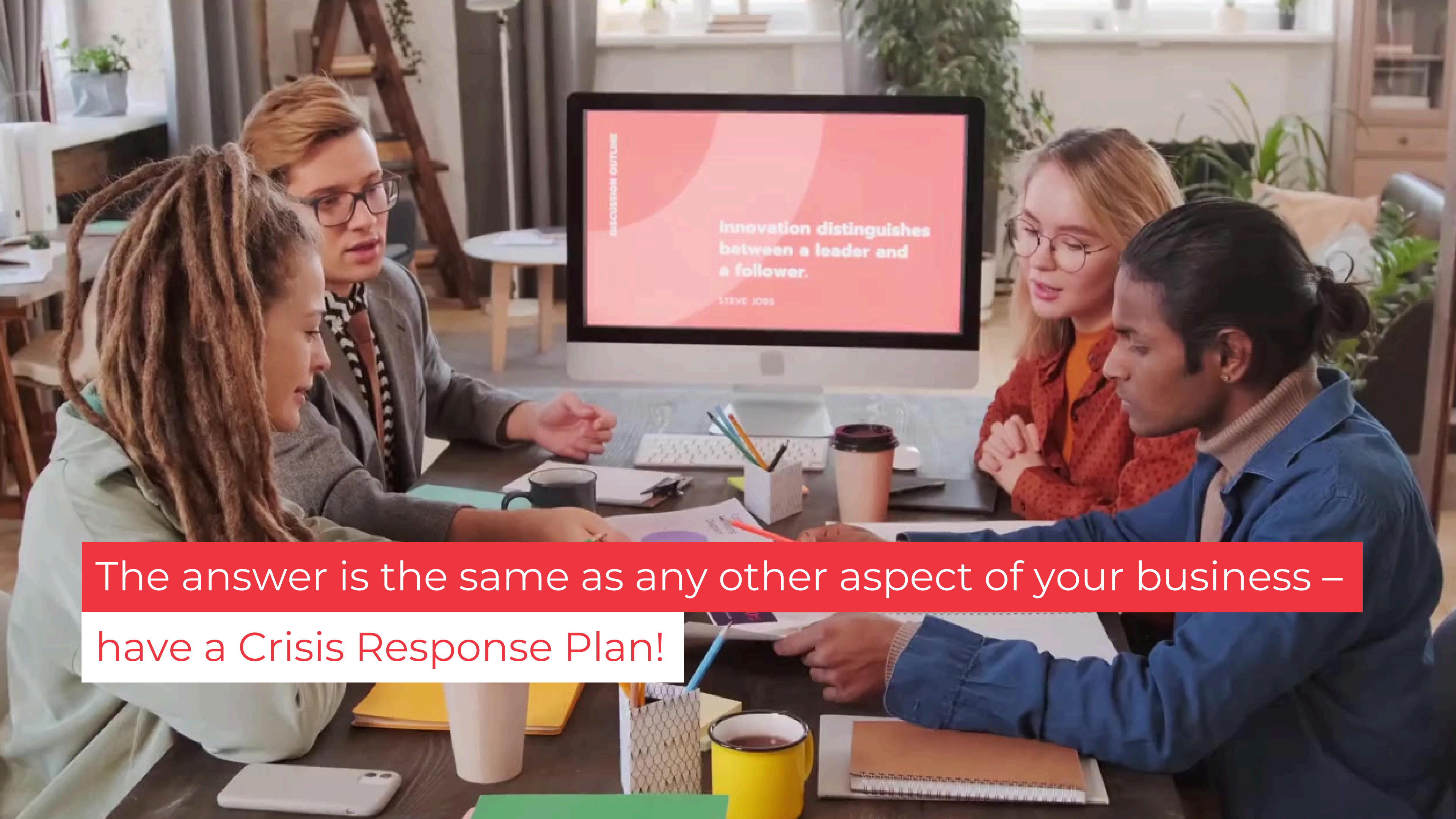


Don't just post into the ether!
Generate conversation, reply to
comments, foster meaningful
interactions with your audience.
Engaged customers are one
step away from becoming your
brand advocates.





But what if things **don't go to plan?**



The answer is the same as any other aspect of your business –
have a Crisis Response Plan!



Think about potential situations that could put your digital reputation at risk and develop a crisis response plan outlining steps to address and mitigate any crisis.



PREPARATION IS KEY

The key thing to remember is that your **online reputation** needs continuous nurturing.



Regularly analyze your digital presence and customer feedback.



Use insights to enhance your online reputation management strategy.



Consider new risks and opportunities.



Your **online reputation** is an ongoing task, but one that will pay off much more than you put in.





Your online reputation is your business's lifeline.

Protect it and improve it for amazing results.

