



Reputation Management 2.0



Reputation Management is more than just keeping your customers happy.

- A basic strategy focuses on keeping your customers happy and keeping unhappy customers quiet.
- This overlooks the impact your employees, your competition, and the media have on your reputation.
- A holistic approach is needed in order to fully manage your brand's reputation.



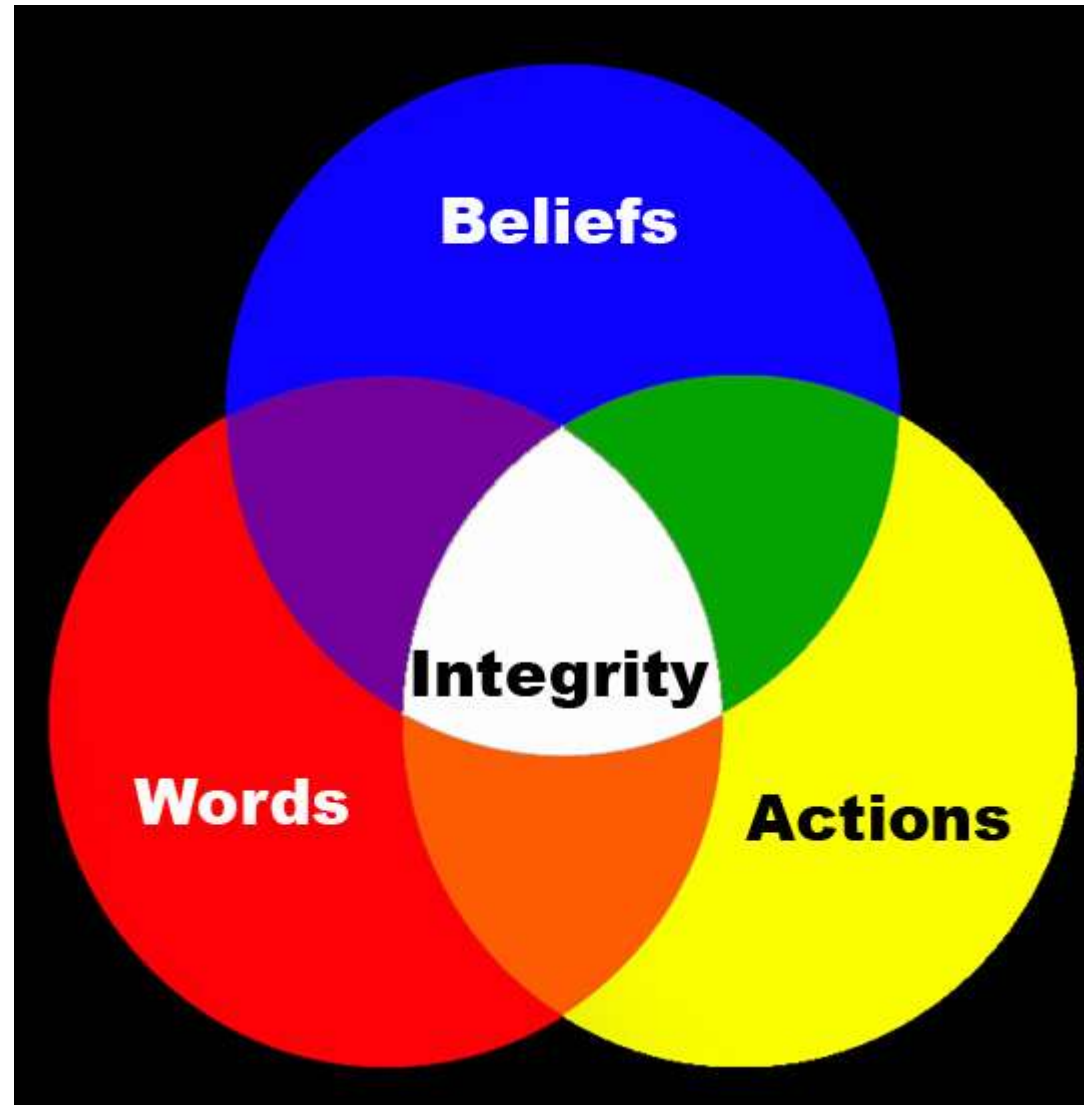
Your Brand is a Sponge



Who wants to touch this sponge?



Brand Integrity



Do what you say you're going to do- and mean it!



Monitor and Measure

- The world is talking about you- follow the conversation
 - Customers
 - Employees
 - Competitors
 - Media
 - Community
- Track what's being said over time to measure success



Listen to the Loudest Voices



Your promoters and detractors can have significant impact
on your reputation.



Take a Good Look in the Mirror



You have a hater working for you right now!



Sentiment Analysis is for Everyone

- Are the conversations about your brand positive, negative, or neutral?
 - Monitor them instantly
 - Track them over time



Employee Satisfaction Matters



- Control your hiring process to ensure new employees support your core values.
- Look for early warning signs
- Survey your employees regularly



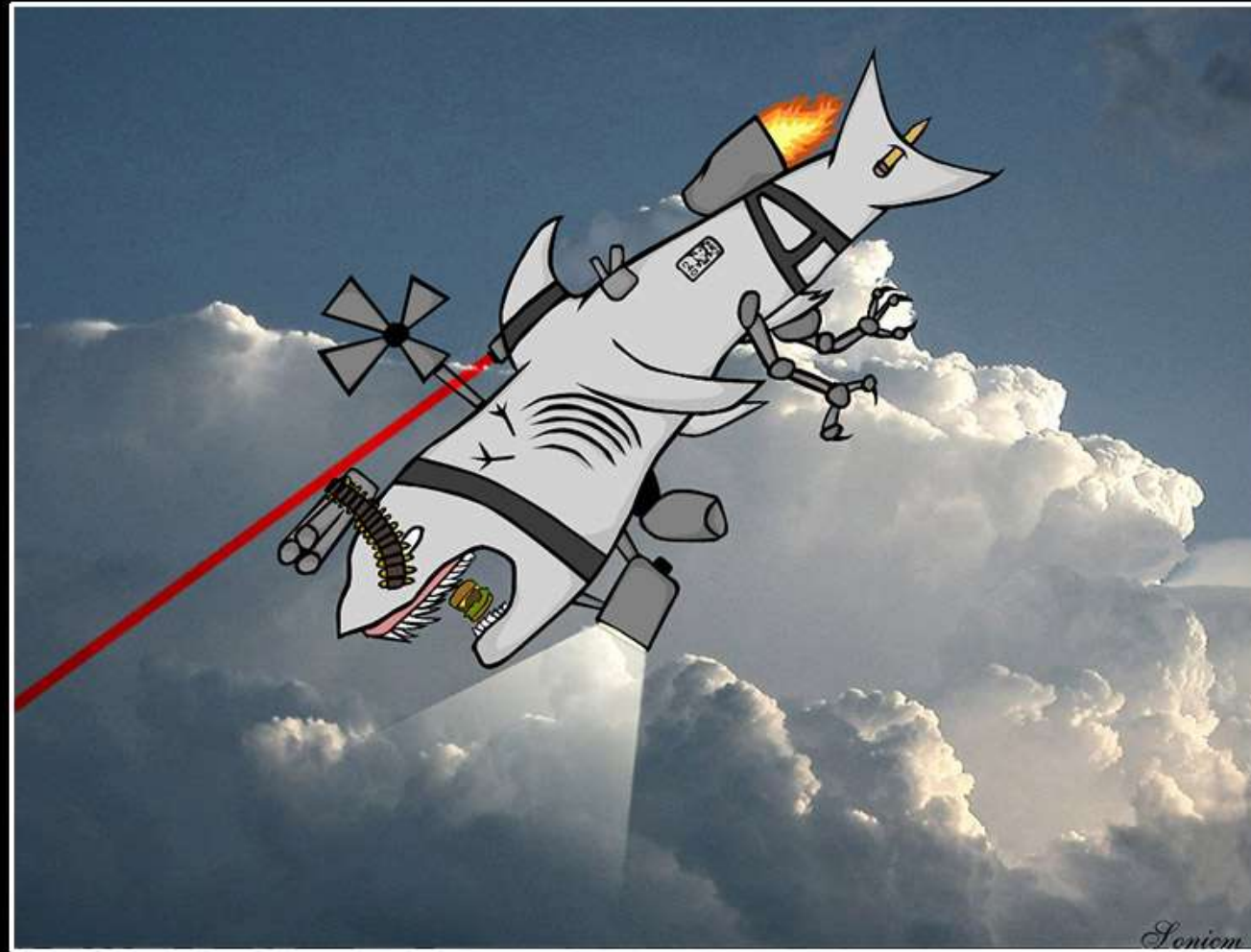
Final Thoughts



- Your reputation isn't 100% under your control- you can influence it.
- Holistic Approach
- Monitor and Track- Set Goals



Questions?



FLYING ZOMBIE LASER SHARK

with a machine gun, wi-fi, c4, a fetus cannon, and eating a hamburger.

