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Reputation Management is a novel method to look at the traditional role of public relations, where online strategies play the most important role. This includes social media services, which play a vital role in marketing programs for clients.

Business reputation can make or break a company, whether online or offline. Businessmen who recognize its importance invest a lot of time, effort, and money into branding and reputation management.

The use of online services has now become very easy for all the business organizations. Thus they are shifting their products and services to the web or social media. In such a scenario it is essential to have a good report about the online reputation in the social media to develop the business. In other words web monitoring plays a vital role in managing online reputation.

With the advent in technology, it is very easy for anyone to post a negative or positive opinion in review websites, opinion forums and blogs. To maintain the reputation of the company it is important to react quickly to a negative statement in order to avoid unnecessary problems.

Reputation management should be treated in the same way as branding. Brand Building is about the product or services, reputation management is about how to deliver on that promise, one cannot work without the other.

Digital asset optimisation is a new internet marketing strategy which focuses not only on articles and keyword text but also includes other web content such as images, audios, videos, maps, animations, message boards, articles, links and off-line page content. With digital asset optimisation, the website presence is significantly increased.

Monitoring and Tracking

Monitoring the online content on the website has many advantages. The companies get a true picture of what consumers and web users are discussing about their products and services. Also the employee behavior with the customer is known in the feedback. Regular monitoring and web tracking will protect the company reputation in many ways. In web monitoring, search engines play a very important role.

Monitoring of blogs, websites, video sharing, podcasts and photo sharing:

Monitoring is done on new comments, entries and changes to already present content at YouTube, face book, twitter, flickr, Wikipedia, blog line and technocrati. RSS feeds are given by all the social media services and they respond when there is a mismanagement of your brand reputation.

Monitoring of Google, Microsoft, Yahoo and Bing News:

Google, Microsoft, Yahoo, Bing News are the most important ones in social media because of their massive use by most of the customers. It is mandatory to examine the top 20 search results in them for best results. For monitoring the Google video, Google group, Google blog search, Google search, Google stories the best way is to take help of the Google Alerts for tracking the keywords and monitoring. RSS feeds are offered by all these search engines.

Reputation Management Services

The professional Reputation Management Company provides many services which include:

â€¢ Continuous reporting and examination of brand monitoring.

â€¢ Development of Implementation plan

â€¢ Setting up profiles and marketing at various social media sites.

â€¢ Informing web users with valuable corporate website content.

â€¢ Establishing blogs about the brand and marketing them

â€¢ Establishing various monitoring tools to check the online reputation.

Celebrity Reputation and its Vulnerability:

With the internet and social platforms like Twitter and Facebook the most searched about topics on major search engines are about celebrities. It includes celebrity gossips and faux-pas. So they need to maintain a positive reputation on the internet as much as in the physical world. By hiring online marketing specialists and reputation managers they can attract as many positive comments as possible on the internet world and maintain their reputation.

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Pgupta - About Author:
Puneet is a social media freak and offering the a reputation management services through his a social media monitoring tool, SocialPlus.

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