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Major Hurdles Faced in Online Reputation Management by Julia Roger

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Online Reputation Management is an important aspect in of digital marketing. If used properly, it can be a huge boost to a company related to social media. The problem is that very few companies know the ways of reaping its benefits. There are some major problems that one has to be aware of.

The biggest hurdle in online reputation management is the absence of any popular scale or technical devices that can be used to measure online reputation. Further, modern devices afforded by few companies canâ€™tcannot produce great results instantaneously as itâ€™sit is about identifying a trend which itself requires a great deal of time. Again, only a few skilled persons know how to derive the exact results from these trends. What most people do is only use various strategies, hoping to get the maximum benefits from them. Additionally, one can study the data carefully to reveal the hidden information in them

Mastering online reputation management is quite difficult as there is no guidebook meant for it or social media. Social Media is so alluring that everyone is trying to comment on one issue or the other without revealing any their identity. Without knowing, one negative comment can hurt a companyâ€™s reputation. There is hardly any chance to track the identity although very few companies have been able to do the unthinkable. Some companies have been able to negate any bad comments by publishing good ones but doing this incorrectly can really backfire on them.

Many companies are unable to select the most suitable person to implement online reputation management. Generally, they do not pay much heed to this and usually appoint any intern or employee from the lower rungs of the office. This is a huge mistake on their part and they are hardly able to use online reputation management to their gain.

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