Managing Celebrity Reputation Online by Stella Richard

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As important as it is for brands and businesses to promote themselves on the internet and maintain a positive reputation, celebrities also need to employ internet marketing techniques to make sure their online image is maintained.

Today, social media platforms have facilitated the quicker flow of information and opinions and it is important that as a celebrity your reputation is not ruined. Considering the nature of your industry, it comes with its own set of added baggage. From journalists to politicians and plastic surgeons to attending product launches and charities; internet users can get easily influenced by every piece of material that they read on the internet whether or not it is truly accurate.

Celebrities are required to remain on their toes and have aggressive strategies in place to make sure that correct information floats around on the internet and their online reputation remains intact.

Outsourcing your Internet Based Reputation Management Needs

Promoting yourself on the internet and managing your reputation is almost a full â€“time job and sometimes requires the services of more than one expert. In the long-run you will realize that there will be a lot more to gain out of an expert team which not only has experience but handles these situations day-in and day-out on a regular basis.

It is also commercially more viable to outsource these services as against hiring a single content writer to create and post content onto your pages. Additionally, you will be able to immediately execute troubleshooting strategies when you have the back-up of an entire team of experts as against a single executive.

Reputation Management versus Brand Management:

Theoretically speaking, managing reputation online and managing a brand on the internet are quintessentially, one and the same thing. The internet has the same impact on brand perceptions as it does on how the public perceives a celebrity. As a celebrity, you too are expected to deliver on a promise like any other product or service; and if you are pushing your spends in creating a reputation online, it is only fair to support it by funding initiatives which help maintain it.

Celebrity Reputation and its Vulnerability:

Back in the days, celebrities would come across tit-bits of information about themselves in newspapers, tabloids and magazines. Now with the internet and platforms such as Twitter and Facebook and the existence of Internet Technology in general it is not surprising that the most searched about topics on major search engines are about celebrities.

As a matter of fact, some of the most trending stories that float around on the internet are celebrity gossips and faux-pas. Every single move made by celebrities is analysed, talked about and opined on by fans and internet users around the world.

It has been concluded time and again that celebrities need to harness a positive reputation on the internet as much as they need to in the physical world. Not only with a point of view to enhance their visibility, but positively so. All though it is said that â€˜Any Publicity is Good Publicityâ€™, this statement holds true only to a certain extent. Hiring online marketing specialists and reputation managers will

help make sure that you attract as many positive comments as possible on the internet world.

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