Roles and Services of Reputation Management

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Reputation management is the process of identifying what other people are saying or feeling about you or your business; and taking steps to ensure that the general consensus is in line with your goals. Many people and organizations use various forms of social media to monitor their reputation. Activities performed by individual or organization which attempt to maintain or create a certain frame of mind regarding themselves in the public eye.

The role of a business is to provide products or services to their customers in order to generate a sustainable profit. Customers gain value from using these products or services and therefore continue to support the business. There is a fine balance between these two equally invested parties. Understanding this symbiotic relationship between consumers and brands is a critical activity for businesses in the digital age. Businesses that appreciate the power of their customers can leverage it for massive gain. Those that donâ€™t quickly lose market share. This is the role of ORM in the business environment â€" to mediate between customer and business desires, that both parties to gain value from the relationship. A Key Goal is Employee Satisfaction.

Reputation management campaigns may be conducted to increase the visibility of positive opinions or to decrease the visibility of negative opinions. A reputation manager posts positive pieces in sufficient numbers to make the negative commentary display less prominently in search results or on social media sites.

Reputation management systems are established systems that have their own predefined criteria for processing complex data to infer reputation. This process may be used for a wide range of data such as for human interaction such as interpersonal relationships, international diplomacy, stock markets, communicating through market and public relations and sports.

These are a few of the most common examples of reputation management:

â€¢ Corporate Reputation Management

â€¢ Social Reputation Management

â€¢ Brand Reputation Management

â€¢ Search Engine Reputation Management

There are the two kinds of online reputation management services.

Proactive reputation management services are essentially image building campaigns. If your business is just beginning to grow or has just been established, then we can help you build a good reputation from the get-go, as well as help established companies maintain their good reputation that is deserved and well earned.

In Reactive Online Reputation Management, a company with a bad reputation loses money, customers, and has a hard time growing. If your company has encountered a business issue we can help identify the problem. However, our internet reputation management experts canâ€™t help to improve your image until the problem has been solved.

On one level ORM provides a means for business to understand the needs of their customers.

Some applications include:

â€¢ Business strategy

â€¢ Communication and brand strategy

â€¢ Communication and brand strategy implementation

â€¢ Digital strategy/implementation

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