Online Reputation Management

ORM is a strategy-based process of protecting a company's online presence.

The disciplines required to lead an effective ORM campaign include:
- ▶ PR
- ▶ Communications
- ▶ Marketing
- ▶ HR
- ▶ Customer Experience
- ▶ Media Production and more.

Google Search + Negative Results = Lost Sales

Today, with so many options when it comes to publicizing complaints, companies need to take their customer complaints even more seriously.

▶ My client's sales team was continually **losing deals** due to <u>negative search results</u>.

HissingKitty.com

my3cents

Tampa Bay Times — WINNER OF 12 PULITZER PRIZES

BBB ACCREDITED BUSINESS

The **Ripoff Report** is a dangerous site.

According to **Wikipedia**, their business model is based on extortion.

By consumers, for consumers...
Ripoff Report®
Don't let them get away with it!® Let the truth be known!™
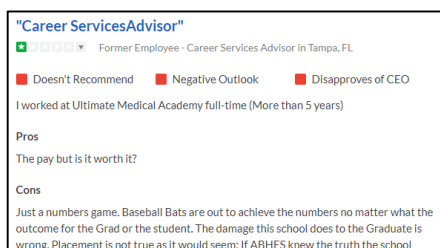
"Probable cause to sue for extortion and racketeering"

Review Sites are Vital to ORM Efforts

Sites like Yelp, use crowdsourcing, creating a very high level of credibility for these sites.

manta
Where Small Business Grows™

yelp

glassdoor

Always respond promptly to online reviews on Glassdoor and other career sites, **thanking** them for their review.

Once read, a negative review can never be UNREAD.

"Career ServicesAdvisor"
Former Employee - Career Services Advisor in Tampa, FL

Doesn't Recommend   Negative Outlook   Disapproves of CEO

I worked at Ultimate Medical Academy full-time (More than 5 years)

Pros
The pay but is it worth it?

Cons
Just a numbers game. Baseball Bats are out to achieve the numbers no matter what the outcome for the Grad or the student. The damage this school does to the Graduate is wrong. Placement is not true as it would seem; If ABHES knew the truth the school

Thank them for their review and make note of their issue - be gracious and NEVER defensive.

Another way to drive down negative results is to create ads with Google AdWords.

This is **NOT** a strategy to drive conversion, it is a strategy to move the negative results down 1 more rung!

Although it seems obvious, don't forget the basics for Google search success.

This includes continually applying SEO best practices to your website content.

▶ On-Page Optimization
▶ Site Structure
▶ Keyword Research
▶ Link Building
▶ Viral Marketing
▶ Updates and more

Content, Content, Content

Content is **KING** and content creation is essential.

Content can include video testimonials, articles, blog posts, FAQs, Social Media...

Overcoming negative Google Search results with positive content can be achieved through a company-wide ORM strategy.

ORM is a **slow** process but with consistent effort and expertise, a company can successfully overcome their Negative Results.

▶ Today, my client's sales team has very few deals that are lost due to Negative Search Results.

Martin Grobisen   martin@grobisen.com   813-731-5629