



Building a Stronger Brand Online
Key Strategies for Positioning, Monitoring & Management

For More Information:

info@WebiMax.com

80% of Consumers Are Influenced by Online Reviews, Ratings and Comments

It is important for every business to understand the fundamentals of Brand Management and how negative reviews can impact search engine results, social media profiles and even revenue.

BrandManagement.com has developed a highly effective process in order to deliver optimal results by reducing or even eradicating negativity directed toward your brand online and generating authentic reviews, comments, ratings and testimonials from satisfied clients and customers.

Our proven approach to Brand Management involves three core principles:

Analysis, Enhancement, Response

We begin by evaluating the brand's online reputation and creating a unique campaign that will emphasize the proliferation of genuine, positive feedback and the reduction of negative content on the Web. We also work directly with key members of your organization in order to develop a strategy focused on strengthening the brand's overall online presence and reputation.

Our team then uses proven methods to build greater authority to positive comments, reviews and ratings to enhance your brand. Other initiatives include generation of positive content, targeting negative terms and minimizing their prevalence throughout the Internet.

We then utilize social media and other prevalent online platforms to respond to negativity and create a resoundingly positive brand image, as well as develop a "Call-to-Action" to encourage customers to post positive reviews and feedback of their experiences with your organization.

Beyond Management: The Importance of Brand Positioning and Monitoring on the Web

Every business owner should strive to make their company the best in their industry. In order to achieve maximum brand recognition and awareness throughout the competitive Internet marketplace, it is necessary to position your company and brand as an industry-leader on authoritative sites as well as significant news and media outlets. Additionally, it is important to monitor your company online in order to prevent reputation concerns in the future. Virtually every company is vulnerable to negative reviews, complaints or low ratings on the Web and these can substantially impact your revenues on a long-term basis.

BrandManagement.com Has Developed a Proven Approach to Monitoring & Positioning Your Brand

Our brand monitoring team analyzes your brand's current online reputation and determines any potential concerns that may influence your reputation in the marketplace. We then develop a unique and aggressive strategy to keep such issues from becoming problematic.

Leveraging our expertise, we build greater authority to pages and content featuring positive feedback directed toward your brand in order to maintain a positive brand image. Our team responds to concerns promptly and uses our proven techniques to ensure long-term success for your company's campaign.

To better position your brand for success, we utilize social media, search engines and prominent news and media sites to create greater awareness and further improve your company's reputation throughout the digital landscape.

Going beyond search, social and media sites, we also monitor major business review and feedback sites such as:



Communication & Preventative Maintenance

Our team maintains frequent communication in order to maximize awareness of potential reputation concerns and develops ongoing initiatives to minimize the risk of a reputation crisis in order to maintain your brand's integrity on the Web.

Statistical Analysis: How Your Reputation Can Impact Your Revenue and Growth

Even the world's most recognizable and reputable brands have, at some point, faced reputation concerns. Significant names such as Google, Apple and Pepsi have struggled to rebound from various issues, many of which were compounded by the ever-increasing presence and public visibility of the Internet.

Small to mid-size businesses are even more vulnerable to reputation issues online and must take proactive measures to avoid such problems on a long-term basis.

Breaking Down the Numbers: The Statistics of Reputation Management

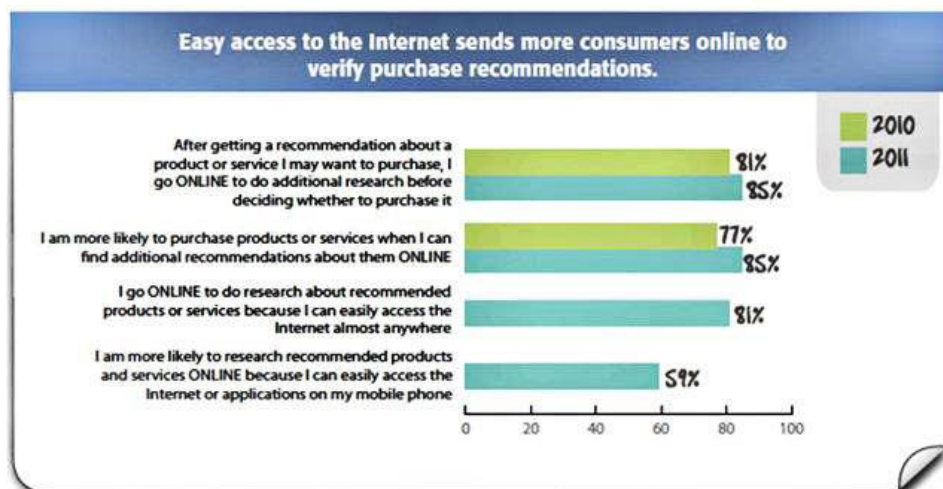
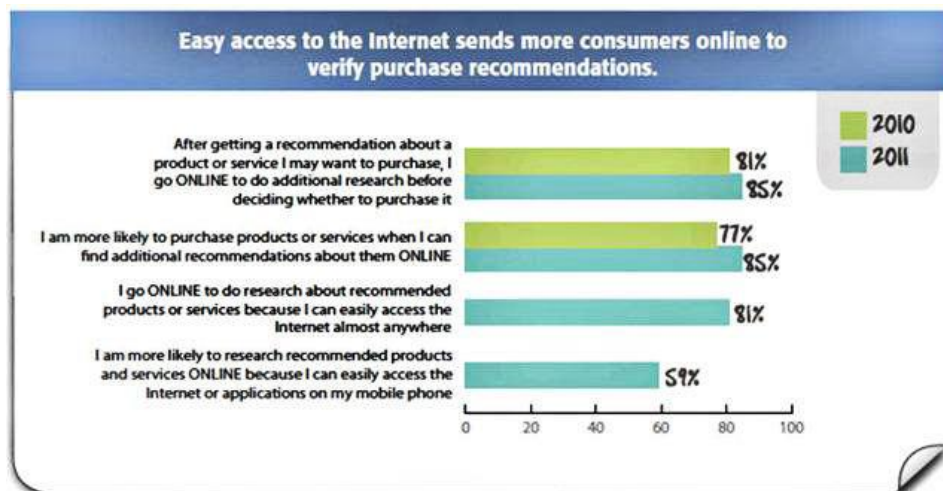
The following statistics were compiled by world-leading market research organizations and indicate the ways in which consumer opinion can greatly influence sales and profitability:

- *According to a recent study by Pollara, ~80% of adults are “very” or “somewhat” more likely to consider buying products and services recommended by friends, family and authentic online consumers.*
- *A study conducted by Edelman shows that 52% of survey respondents from developed nations said they find “a person like yourself” to provide the most credible information, as opposed to advertising or a corporate testimonial.*
- *Market research conducted by Forrester indicates that 90% of consumers trust recommendations from others.*
- *According to data gathered by Oxford-Metrica, 83% of companies will face a crisis that will negatively affect their share price between 20 & 30% during the next five years.*

Brand Management: Research & Case Studies

Previous case studies and research indicate that online negativity such as reviews and comments are one of the most recurring and damaging issues that businesses face. Due to the frequency and severity of reputation and brand image concerns, it is essential to understand the facts of Brand Management.

The following studies (provided by Cone Research) indicate simply how impactful negative information is on a brand. Notice the significant jump between 2011 and 2010. In this one year alone, brand management practices became more readily available and sites including Ripoff Report started to take on a larger role. What's more, in this year, companies started to invest a heavy amount of resources in to managing their online brand and reputation:



Images courtesy of [Cone Research](#)

How Reviews Relate to Revenue

	Without Customer Reviews	With Customer Reviews
Website Visitors	14,241	14,241
Conversion Rate	0.47%	0.88%
Customers	67	125
Average Customer Value	\$ 5,000	\$ 5,000
Revenue	\$ 334,664	\$ 626,604
Source: Marketing Experiments Journal		

Marketing Experiments Journal found that businesses with online customer reviews experienced a 41% increase over businesses which lack such content. In addition, market researchers Forrester and Pollara have found that 80% of online consumers are influenced by reviews they've read. Statistically, companies can expect to nearly double their profits by maintaining a positive reputation online.

WebiMax.com Helps Your Business Retain a Reputable Identity

"Most people are more apt to post comments about negative experiences than positive experiences and this can influence people's perception of a business. Studies have shown that 80% of all consumers have been influenced by reviews they have read online when making a purchasing decision. This is the reason why managing reviews is another big component of the process."

- Ken Wisnefski, Founder and CEO of BrandManagement.com

Our team of experts, averaging 15 years of experience in brand and reputation management and led by Ken Wisnefski, has designed a unique process which is designed specifically to assist businesses with their reputation concerns. We have restored and continue to proactively monitor the reputations of thousands of businesses of all sizes with an unprecedented and industry-leading 100% success rate.

An Effective Strategy

We have designed

- Analyze your brand's current reputation.
- Survey the digital landscape in order to evaluate the competition and rate their reputation accordingly.
- Conduct thorough research and develop a completely customized strategy.
- Our team utilizes our expertise to minimize the presence and authority of negative reviews or comments.
- Enhance positive comments and institute a response campaign that further builds upon the brand's existing feedback in the marketplace.
- Build greater authority to positive reviews, ratings, comments and other feedback directed toward your brand in order to increase their prevalence in search engines and throughout social media.
- Create a "crisis communications" campaign that acts as a direct response to negative reviews or complaints.
- Respond to neutrality or negativity in order to emphasize positivity and restore your reputation on the Web.
- Develop ongoing initiatives to ensure continued success and maintain your brand's valuable reputation.

Our Accolades

Our strategy has made us a top-rated reputation and brand management agency and our accolades include ratings and recognition by:



Learn More About Your Brand's Reputation

To find out more about your brand's valuable online reputation and receive a report on your reviews and ratings, visit:

WebiMax.com

Contact us by phone at:

855.234.7686

Reach us via email:

Info@WebiMax.com