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# Why you need to manage your online reputation

If you own a business in today’s modern world, you know that it’s no longer a question of whether you have an online presence or not. It’s now a matter of what that online presence is. You need to know how people perceive your brand and whether that perception matches the one you want established. It’s not wise to just let things fall where they may when your online reputation is involved. Businesses can’t just let other people determine what their brand is, they should be the one on top of it controlling the narrative.

This is where online reputation management comes in.

### What is online reputation management?

Online reputation management is the practice of taking charge of a brand’s reputation on the web. It involves constant monitoring and making sure that the perception of a business stays on the favorable side by boosting positive content and decreasing the visibility of negative content.

### Why is online reputation management important?

Everyone is online these days. Your customers have social media accounts, your competitors have a website, and your prospects are scouring forums for product reviews. There is no escaping the power of the internet and how it’s become the ultimate source of business for a lot of brands.

Studies have shown that 75% of potential customers check reviews first before they make a purchase and four out of five of them choose the competition after reading one bad review. That’s eighty percent of new customers lost due to a possibly mismanaged online reputation.

Take control of what your customers see online and don’t let others – your dissatisfied customers or competitors – do it for you. Or it’s eighty percent of your new customers out the door before they even reach it.



### How do you go about managing your online reputation?

There are a lot of details involved in successfully planning and executing a good online reputation management strategy. Depending on how big your organization is and how much of a presence you already have online, the amount of work and time needed, will vary. But the three things that are consistent no matter what when dealing with managing your brand’s online reputation are: 1) establishing where you currently are reputation-wise and your goals, 2) fixing any damage and working on accomplishing your goals, and 3) making sure you keep the goals you have reached.

***Is your business looking to manage your online reputation professionally or reach more customers with social media and Facebook marketing? Contact Ursula Amon with Social Media Consulting CFL, a VBIA associate member, for a FREE consultation today! 386.527.5089***