

Online Perception is brand reputation management via the internet.

Reputation management is something every brand marketing manager takes seriously. As the internet becomes increasingly user-content driven your brand reputation becomes harder to manage. This is where Online Perception can help. As human nature is more likely to go out of its way to criticise than it is to praise, the internet has become the broadcast medium of choice for disgruntled former employees, unhappy customers, and unethical competitors. Online Perception can monitor and protect your brand for you. Do any of these situations sound familiar? If so Reputation Management by Online Perception can help:

- You are an online retailer suffering because a tiny percentage of your customers have written a bad review about you on a shopping portal or discussion site
- You are a brand manager/owner facing declining reputation measures because of myths discussed in forums online
- You are a service/travel business faced with negative reviews on discussion sites which do not reflect the reality of most customers experience
- You believe your business is under some form of attack by either former employees, disgruntled customers or unethical competitors.

The internet is maturing; social networks, discussion forums, blogs and media sites are a huge opportunity, but they require a fresh approach to managing your brand online. Online Perception's approach to Reputation Management can help you. These days, every brand has a website. Consumers can go there to find out information, but unless your primary business channel is the internet, we have found that few proactively visit. Online Perception will help you to take your brand to your consumers, rather than expecting them to come to you.

We can help develop and implement a new online strategy which will put your brand in front of your target market in a positive light. Contact us to improve your brand's online perception or read this article to discover how Online Perception helps manage your brand reputation.