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Marketing your business online using Social Media is a great way to increase traffic to your site, raise awareness of your brand and engage with your customers. However Social Media also provides a platform for your customers to tell you (and everyone else) exactly what they think of you!

This Online Reputation Management training course provides a comprehensive guide to monitoring discussions about your brand, responding appropriately to negative comments and making the most of your brand evangelists.

Course Objectives

On completion of this Online Reputation Management training course, delegates will be able to:

- Understand the benefits and pitfalls of Social Media Marketing
- Know which tools to use for brand monitoring and Online Reputation Management
- Understand how to respond to complaints and criticisms online
- Know how to engage with customers and make the best use of brand evangelists

Introduction

- When social media goes bad!
- The cost of bad reputation

Establish a Foundation

- Protect your position > Register Twitter, URLs etc
- How to establish a social media company policy
- The socialisation of business: Public relations to human relations

Listen

- Free social media monitoring tools
- Search
- Paid for social media solutions
- What to do with the data

Respond

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- Complaint escalation plan

Engage

- Enhancing reputation online
- Be seen to listen
- Ask customers for feedback
- Build your customers into your R&D

Summary