

THE 5 STAGES OF ONLINE REPUTATION MANAGEMENT



The Critical Role of Online Reputation Management

Today's leading marketers understand how important online reputation management (ORM) is to their business. Effective ORM strategies are essential to both promoting and protecting your brand online. When employed correctly, they can:



Help prospects find your business in search engines

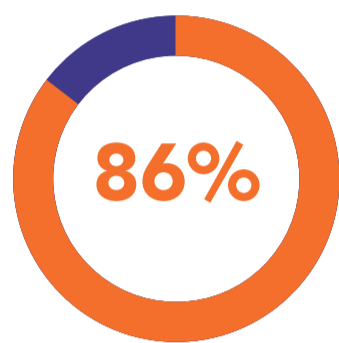


Facilitate meaningful engagement with your target audience

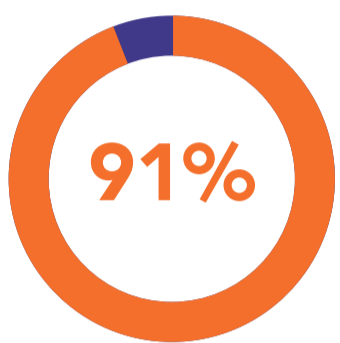


Elevate positive feedback and address potential issues

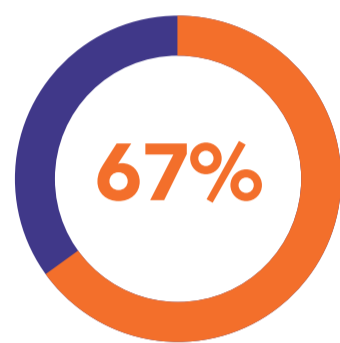
Quite simply, the importance of ORM to customer prospecting and retention in the digital age cannot be overstated.



Consumers who read online reviews for local businesses¹



Consumers ages 18-34 who trust online reviews as much as personal recommendations²



Consumers who say a good reputation will get them to try a product³

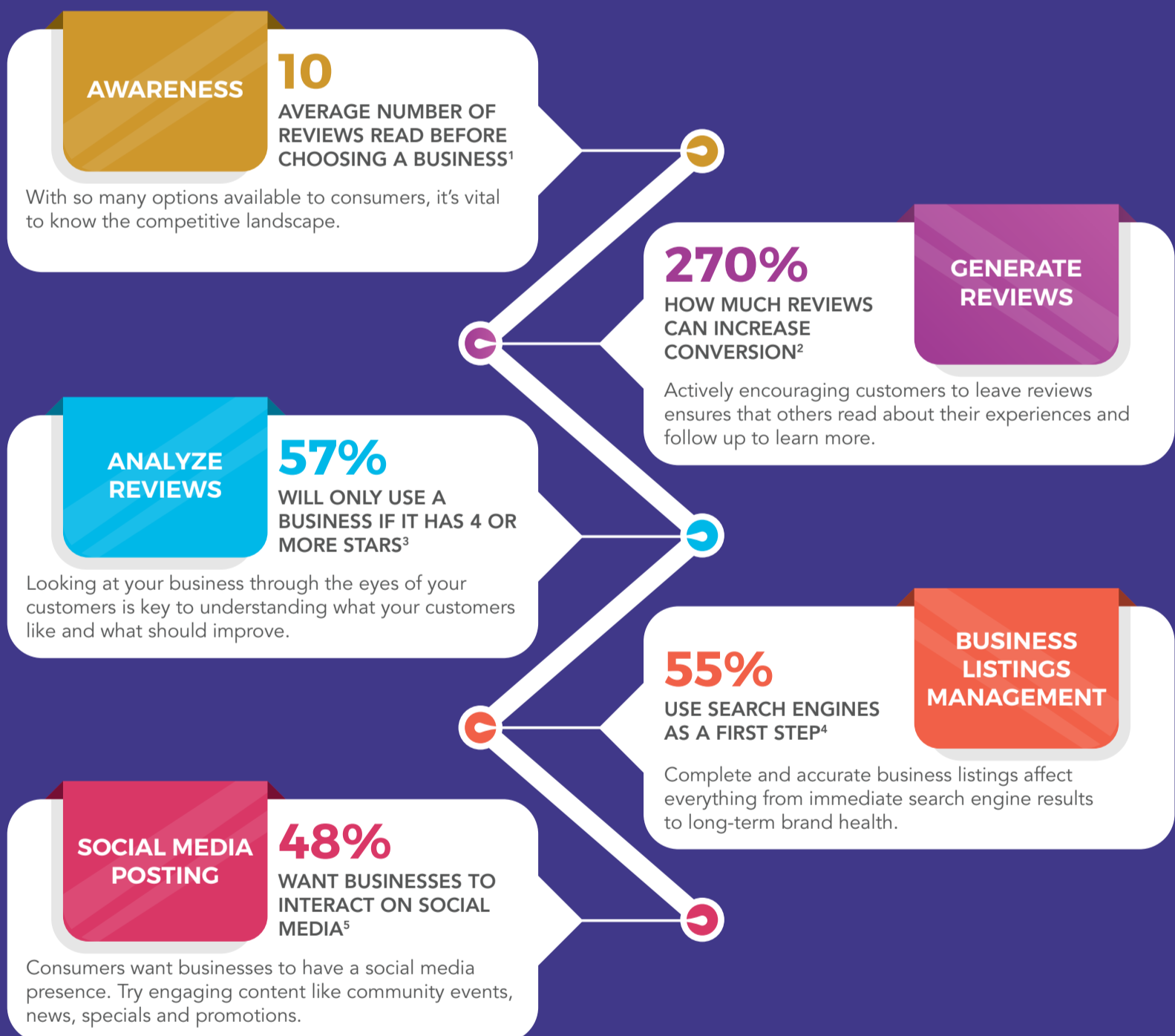
Sources:

- 1-2- BrightLocal, 2018
- 3- Edelman, 2019

Establish an ORM Roadmap

Influencing brand perception across the digital media landscape takes hard work, especially for businesses integrating ORM into their toolkit for the first time. That's why it is best to start with the basics. Then, as you master each piece of the puzzle, adopt more advanced techniques to continue moving the needle.

While the exact process is different for every business, there is a consistent five-stage approach to achieving positive ORM results.



Sources:

- 1,3- BrightLocal, 2018
- 2- Spiegel Research Center, 2017
- 4- Binary Fountain, 2019
- 5- Social Media Examiner, 2017

Binary Fountain's ORM Solution Guides You Through This Process

Businesses seeking to attract more customers to their products and drive brand loyalty look to us for end-to-end ORM support. Binary Fountain solutions empower our customers to move at the right pace for their businesses. The results speak to the effectiveness of this approach in terms of both the quantity and the quality of customer reviews.

What have some of our clients seen as a result of implementing ORM?



65%

Increase in review response rate¹



84%

Increase in overall internal experience score²



72%

Boost in response rate across 100 business locations³

Sources:

- 1- Binary Fountain Mill Creek Residential Case Study
- 2-3- Binary Fountain Gene B. Glick Case Study