



Online Reputation Management

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This rises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Businesses and Corporates

No matter what field you are in – medicine, finance, catering, etc. - you want to leave the public with a good impression of your company. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. CEOs, job seekers, public figures or future students can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. FACTS

87% believe the CEO's reputation is an important part of a company's reputation.

31% of employed internet users have searched online for information about co-workers, professional colleagues or business competitors.

57% of active Internet users use search engines to find information about themselves.

44% of online adults have searched for information about someone whose services or advice they seek in a professional capacity.

Young adults are more likely than older users to say they limit the amount of information available about them online.

3. PROACTIVE, ACTIVE & REACTIVE MODE

When choosing a successful ORM model it is important to understand and know the variety of approaches available in order to establish which will suit your or your company's needs and aspirations the most.

1) Proactive mode is about constructing a long-term strategy for improving or creating a company or individual's online image. It lays a solid plan for the future and works towards preventing or limiting problems.

2) Active mode is about monitoring your online reputation and staying informed of any potential threats to your image through the use of data processing and online research.

3) Reactive mode is about addressing and eliminating already existing online damages. Monitoring of relevant online conversations and implementing the latest marketing trends are just some of the strategies that can help put your online reputation back on the right track

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