



Corporations & 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 raises 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 Corporations

No matter what field you are in – health care, finance, catering, etc. - you want to leave the public with a good impression of your organization. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM and Internet 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.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyse how search engines, such as Google, Yahoo or Bing, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

3. CORPORATIONS & ONLINE REPUTATION MANAGEMENT

Maintaining a successful business can easily be hampered by negative comments created by unsatisfied customers or ambitious competitors. Gain control over the content available about your company online. Maintain a good digital image and ensure that potential customers perceive you in the light you want them to. Employing the help of ORM specialists like BEYOO Online will give you a competitive edge. We can:

- create, maintain and develop your digital image and reputation;
- correct and update inaccurate information;
- build and implement a social media and Internet strategy specifically tailored to your needs and aspirations;
- utilize SEO techniques to bring all content relevant to your business at the top of search engine results;
- take care of your online communication with the help of regular blogs posts and articles;
- set in place effective risk and crisis management strategies.

Don't leave the status of your online reputation. Act now to ensure you get the best digital image possible.

4. FACTS

- 79% of companies are using or planning to use social media. However, only 12% of those feel like their social media use is effective.
- 12% of companies have hired staff dedicated to social media activities.
- Just 20% of companies using social media have dedicated a portion of their budget to it.
- 72% of businesses that use social media do not have a clear set of goals or a clear strategy for their social media platforms
- 62 percent of the biggest companies are now using YouTube
- 28% of large companies are actively blogging.

Contact us:

BEYOO ONLINE.

Phone number: +41 76 624 00 15

E-mail: info@beyooonline.com

BEYOO ONLINE [**'bi: 'ju**]: The process of joining two or more things together to form one entity...Be yourself!