Online Reputation Management: How Important Is It, Really?

Reputation is an extremely important part of your business. Unlike a few decades ago, you no longer rely on word of mouth and advertisements – everyone can have an opinion about you and your practices are likely to be publicly scrutinized and examined. Everyone can express their opinion online and if they are clever, articulate their terrible review in an extremely public way. Reputation management allows you to take charge of the way that you look online and it also gives you the tools to learn more about your company so that you can make it better.

Perhaps the most obvious advantage of monitoring your online reputation is that you will immediately improve the satisfaction of your customers. Having an easy way to get in touch and a prompt reply satisfies customers and you can learn to pinpoint anything in particular that may be giving your brand negative publicity. You can also do a little bit of market research while you attempt to improve the perception of the brand through online reputation management.

Other less obvious benefits of online reputation management may be reducing your marketing costs. Once you have learned how to interact online you may be able to take over the entire operation if your company is quite small. You may also be able to identify gaps in the knowledge of your customers regarding a particular product or campaign and take the steps that you need to address it. A well run online reputation management campaign can make the difference between a customer wanting to purchase from you or not.

Online reputation management is not only important for your company’s image. There are many rewards that you may be able to reap from it when you do it right and they may have a positive impact on your company that you had not expected.