



t: 01273 622272 e: info@siliconbeachtraining.co.uk w: www.siliconbeachtraining.co.uk

**silicon
beach**
TRAINING

Online Reputation Management

Duration: 1 day

Prerequisites

There are no prerequisites for this course

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

Objectives

On Completion of the course delegates will:

- 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

Course Content

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

- Dealing with complaints
- What to do with praise > Evangelist
- Crisis Q&As
- Complaint escalation plan

continued...

Follow Us



Related Courses

Social Media: 2 Days

Wordpress: 2Days

Email Marketing: 1 Day

SEO: 1 Day

Links

feeds.feedburner.com/sbtblog/
facebook.com/SiliconBeach
twitter.com/sbttraining



t: 01273 622272 e: info@siliconbeachtraining.co.uk w: www.siliconbeachtraining.co.uk

**silicon
beach**
TRAINING

Online Reputation Management (continued)

Duration: 1 day

Prerequisites

There are no pre-requisites for this course

Engage

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

Follow Us



Related Courses

Social Media: 2 Days

Wordpress: 2Days

Email Marketing: 1 Day

SEO: 1 Day

Links

feeds.feedburner.com/sbtblog/
facebook.com/SiliconBeach
twitter.com/sbttraining