

## **Strategic Services Marketing**

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### **Online Brand Management and Reputation Monitoring**

Hello everyone. In this session, let's try to comprehend elements of online brand management and reputation monitoring for services. What is online brand management for services? Online brand management for services refers to the strategic and proactive approach of establishing, cultivating and maintaining a positive brand image in the digital realm. It involves a set of practices aimed at influencing how a service brand is perceived by its target audience across various online platforms and touchpoints. Let's discuss some key components of online brand management practice. First key component is consistent branding.

This means ensuring that a uniform and recognizable brand identity across all online channels including website, social media and even other digital platforms. For example, what we are looking at is a different screen shots of SBI, State Bank of India. The first image is from their website, second one is their WhatsApp campaign and third from Facebook. So, the same SBI brand is communicated in a consistent way across different platforms, website, WhatsApp and social media.

Second key component is engaging content creation. It involves developing and sharing compelling and relevant content that resonates with the target audience, showcasing the service value proposition and uniqueness. For example, SBI again targeting to the people who are looking at their retirement. So, product for senior citizens for that matter. Third key component involves social media presence.

This means actively participating and maintaining a strong presence on social media platforms to connect with the audience, address their queries and share updates as well.

For example, this is an image which talks about what are the different platforms SBI is using so as to participate on even maintaining a connect with their customers. So, the SBI handle is having presence in terms of Twitter which is now known as X, Facebook, Instagram, Quora, Google+, YouTube, LinkedIn and even Pinterest as well. Next key element is customer feedback and reviews. This involves monitoring and responding to customer reviews and feedback on online review platforms to influence brand perception and demonstrating responsiveness.

So, SBI here in this image is promoting their 24 by 7 access to their customer care center just to collect or address those customer feedback and reviews. Another key component is SEO or search engine optimization. This involves implementing strategies to enhance online visibility through optimizing website content using relevant keywords and adhering to SEO best practices. What I am drawing here to your attention is the results when I put this online SBI domain name on one of the platform like SEMrush. It provides all the details in terms of the score of this website in terms of its authority, the leadership or expertise in this domain.

What is the organic traffic to this particular webpage or homepage of SBI? What are the organic keywords for which people are coming to visit this website? What are the paid keywords SBI is using as of now zero? So, all these details are important and this has to be tracked on continuous basis. Then comes crisis management is again another key component of online brand management. This involves developing strategies and protocols to manage and mitigate online crisis promptly, preserving the brand's integrity during challenging situations. Another key component is online reputation monitoring. This involves regularly monitoring mentions of the brand across the internet to proactively address any negative sentiment specifically and capitalize on positive interactions as well.

Let's discuss the key component of online reputation monitoring with the case study of SBI or State Bank of India. When the State Bank of India having their official handle on Twitter as at the rate the official SBI, the largest bank in India and the world's most followed banking and financial sector company or brand on Twitter or X for that matter now detected a surge in strongly negative sentiment across its online platform. It leveraged Twitter which is now become X to elevate this heightened tensions. The ensuing campaign they generated in response to this crisis recognized by the hashtag kindness is cool which is stem from the realization that people generally exhibit kindness and niceness but a shift occurs when they engage online. By spotlighting this dual nature of human behavior, the campaign tackle online aggression through emotional messages that resonated with audiences resulting in a substantial increase in brand mentions.

So have a look at this particular video or commercial from SBI with the campaign titled kindness is cool. This is how loving you are with dogs. This is how caring you are with your child. This is how nice you are with your parents. This is how positive you are with your friends.

You are such a nice, caring, kind, positive, cool guy in real life. What happens to you when you go online? Do you recognize yourself? Because many of your friends and family don't. It's cool to be kind. It's nice to be nice because that's what you really are. A nice message about being nice on social media from SBI.

So SBI launched this particular campaign with a compelling video asset for kindness is cool which is depicted different aspects of our day to day life. It showed how people are innately nice to friends, family and colleagues offline but could behave completely differently online. To forge a distinct campaign identity, SBI used a branded emoji aligned with the campaign hashtag that is kindness is cool. This brought in an element of fun and facilitated the messaging effectively. So in this image you can see this particular image that I am talking about.

So what is the affirmative response the campaign generated? This campaign is culminated with SBI using Trends take over platform or vendor that help SBI to reinforce the campaign messaging and boost engagement for a 24 hour long period. An encouraging connection of the campaign with the audience was visible in the positive tweets shared by many users. One of these is shown here. So there was a significant uplift across brand metrics. It noted that campaign awareness was up by almost 18%.

Brand favorability increased by 12% and ad recall rose by 20%. Positive sentiment hiked up by 92% during the campaign period as compared to two weeks before the campaign. While creating awareness about the message, the kindness is cool campaign garnered more than 9.8 million overall video views, 15 million impressions and more than 230,000 engagements as well. So looking at SBI's case, one can wonder why online brand management matters for services? There are multiple reasons for that.

Let's have a look at each one of these in detail. So there are five important reasons that calls for going for online brand management practices. First is first impression, trust and credibility, competitive advantage, customer perception and adaptability. First impressions the online presence serves as the initial touch point for many potential customers, making

effective brand management crucial for creating positive first impressions. With respect to trust and credibility, a well-managed online brand builds trust and credibility, influencing customer decisions and fostering long-term relationships.

This also provides competitive advantage. Services with a strong online brand presence gain a competitive edge by standing out in a crowded digital landscape. Coming to customer perception, online brand management shapes how customers perceive and interact with the service, influencing their overall experience. Coming to adaptability, with the digital landscape constantly evolving, effective online brand management allows services to adapt and stay relevant in changing market dynamics. Now let's move on to the next part, which is again a part of online brand management, which is known as online reputation management.

Let's understand what is online reputation management in digital landscape or digital sphere. Understanding reputation in the digital sphere involves grasping the nuanced dynamics of how individuals and entities are perceived within the online landscape. In the digital era, reputations are shaped by various factors that extend beyond traditional word of mouth and offline transactions. Here is an elaboration of key aspects. The first under online reputation management is online presence.

A significant portion of reputation is derived from one's online presence. This encompasses websites, social media profiles, and even other digital platforms where individuals and businesses engage with their audience. The second element is social media influence. Social media platforms play pivotal role in shaping reputations. The number of followers, engagement levels, and the nature of interactions contribute to how an individual or brand is perceived.

Coming to user reviews and ratings, online reviews and ratings on platforms like Yelp, Google reviews, and specialized review sites heavily influence reputation. Positive or negative feedback can significantly impact the perception of a product, service, or even individual. Coming to search engine results, search engine results contribute to the first impression people have. Positive mentions, news articles, and relevant content can enhance reputation, while negative content can be detrimental for the service provider. Coming to content sharing and virality, the virality of content, whether positive or negative, can rapidly shape reputation.

The ease with which information spreads online amplifies its impact on how individuals

and brands are perceived. For example, IKEA's BookBook video humorously introduced their catalog as a revolutionary technology mimicking an Apple product launch. The satire and clever presentation led to the ad going viral. Let's have a look at this particular ad which talks about IKEA's BookBook campaign. You know once in a while something comes along that changes the way we live a device so simple and intuitive using it feels almost familiar introducing the 2015 IKEA catalog it's not a digital book or an eBook it's a BookBook. The first thing to note is no cables, not even a power cable.

The 2015 IKEA catalog comes fully charged and the battery life is eternal. The interface is 7.5 by 8 inches but can expand to 15 by 8 inches. The navigation is based on tactile touch technology which you can actually feel. The content comes pre-installed via 328 high definition pages of inspiring and furnishing ideas.

To start browsing, simply touch and drag. Right to left to move forwards, left to right to move backwards. Notice something else? That's right, no lag. Each crystal clear page loads instantaneously no matter how fast you scroll. If you want to get a quick overview, just hold it in the palm of your hand and using just your thumb, speed-blast the content.

If you find something you want to save for later, you can simply bookmark it. And even if you close the application, you can easily find a bookmark again. Amazing. What about multiple users? For that we've introduced a simple color-coding system to avoid confusion. If you want to share a particularly inspiring item, you literally share it.

Another special feature is password protection which is voice activated. Excuse me, that's mine. At IKEA we feel that technology this life enhancing should be in the hands of everyone. So the 2015 IKEA catalog is free. You can download one from your mailbox, the one you open with the key.

If it's not there, try refresh the next day. Or you can upload yourself to the IKEA store and find one there. Experience the power of a BookBook. So the results of the campaign are fascinating. This BookBook campaign resulted in widespread reputation for IKEA.

For example, over 6000 people organically uploaded photos of themselves on Instagram alone, interacting with their own BookBook. Secondly, 8% increase in total sales across stores in Singapore, whereas 13% increase in total sales in Malaysia as well. Third, over 1 million social media interactions across YouTube, Facebook and Twitter. Then the video

retained 70% of their Malaysian and Singapore viewers until the very end compared to an industry average of just 40%. There were over 19 million views on YouTube alone.

The video outranked both Apple's and Samsung's new product videos on Mashable's list in September 2014. And most interestingly, it was the number one most watched video in Singapore and number three in Malaysia in September 2014. Coming to the next element of online reputation management is transparency and authenticity. In the digital sphere, transparency and authenticity are crucial for building a positive reputation. Authentic communication, genuine interactions and openness contribute to trust and favorable image.

Then comes crisis management, which means the ability to effectively navigate and manage crisis online is an integral part of reputation management. Responses to negative events or controversies can impact how resilient a reputation is in the face of challenges. Then comes online community engagement, the growing era in the digital landscape, which involves actively engaging with an online community that fosters a positive reputation. This involves responding to queries, acknowledging feedback and participating in meaningful conversations, contributing to the favorable image.

Then comes monitoring and analysis. Regular monitoring of online mentions, sentiment analysis and analyzing key performance indicators or KPIs for that matter helps in understanding how reputation is evolving and provides insights for proactive management. Let's have a look at this particular informative video that gives more information in terms of what exactly is this online reputation management is. Over 80% of shoppers will actually Google your business before they make a purchase and that's online or in-store. This makes your online reputation more important than ever. There are 2 major aspects to online reputation management.

Find out more inside the video. Hey guys, it's Chia from Brand24 and today I want to talk about online reputation management. Managing your online reputation, especially for a business, is about closing the gap between 2 separate concepts, so that is how your company perceives itself vs. how the public perceives it. If you're lucky, these 2 concepts won't be too far off from one another, but that's not always the case. So, reputation management in the traditional sense, meaning offline, is really closely related to PR, or public relations, before Google, which is basically before the internet.

Managing your business reputation and shaping the public perception of your company

was mostly based on offline activities, so companies were focused on reaching out to journalists, trying to get in touch with reporters, or attending events and other networking opportunities. The goal was simple, though. These businesses wanted to build their reputation and just get people talking about them, because this was just the best way for potential customers and clients to learn more about a company through word of mouth, especially if what they heard came from a friend or relative based on a personal experience that they had with a brand, like a peer recommendation. The goal is still the same today, but a lot has changed in the reputation management landscape, with the biggest difference being that most of these peer recommendations now happen online, across the web, and especially in social media, which is why it's become so important for companies to just keep an eye on their online reputation. So, with the internet having evolved into what it is today, it's not surprising to see the same changes reflected in how businesses need to manage their online reputation.

And this requires that companies pay special attention to two specific areas, and that's social media and Google search. Social media, because it's become the best place for companies to

- A. Discover what kind of reputation they have among their audience
- and B. Address any issues or negative feedback before it has a chance to escalate and really damage their reputation.

Online search results have gained significance because they show you the first thing that people see when they're looking for more information about your product or your brand online, especially on Google, which now generates over 90% of all search engine traffic around the world.

When I say social media, at least in this video about online reputation management, I'm also referring to blogs, forums and review sites since these are all public platforms that let people voice their opinions in very social ways. Anybody on the internet can respond to them or comment. Online reputation in social media has become super relevant because, previously, where companies might've been scrambling to connect with journalists and editors of big, important offline publications, well, now they've become much more interested in connecting directly with their customers or building relationships with popular bloggers and other people who have significant social media followings, like key opinion leaders and social media influencers. And this is not without good reason. Since the internet put the focus on digital word-of-mouth, it's become a lot easier for consumers and regular people like you and me to directly influence a company's reputation.

Everything just happens faster now, and posting a negative 1-star review on a review site will reach a lot more people in a lot less time than it would have just a few years ago. The

same goes for bloggers when they write about a particular experience that they had with a company, or even with your friends and family on Facebook. So, any times, someone vents about a bad experience with a business or even just comments on a similar post from someone else. It only takes a few seconds for their Facebook friends, and then friends of their friends, to be able to read all about it. These are just a couple reasons why companies need to practice reputation management in social media, and it begins with online reputation monitoring.

You can monitor your reputation with an internet monitoring tool like Brand24. I'm going to add a link to the Brand24 website down in the video description below, so you can check that out to see how it works. The second area that companies really need to pay attention to is their Google search results and SEO rankings. This shows you what kind of content people see when they Google you. Do you have a lot of negative reviews popping up for your company, or are they mostly positive? And if you have more negative reviews than positive ones, it's really important to just analyze them, because they can show you exactly where your business needs improvement.

And if, however, you find that these negative reviews are not authentic — and it does happen — you can implement a few search engine reputation management techniques to try to decrease their ranking in Google search so that they're no longer the first thing that people see when they look you up. And we will definitely go over a few of those techniques in another video. So this is just a general look at online reputation management. Remember to monitor your business reputation in social media, as well as your search results in Google. So, closing the gap between how you think people perceive your company versus how the public actually perceives it is key to managing your online reputation. So, thanks so much for watching. If you have any questions or something to add, just let me know in the comments section. And if you have found this video helpful, feel free to like, share and subscribe to the Brand24 YouTube channel so you can get new tips on how you can do even more in social media and digital marketing each week. Thanks again for watching, I hope you learned something new, and I'll see you next time.

Bye! With this, now let's move on to discuss some tools and strategies for monitoring reputation. There are multiple tools. First set of tools categorized as social media listening tools. Here we have tools like Awario, Brandwatch, Mention, Foodsuits, Proud Social and so on.

Next set of tools deals with online review platforms. So obviously we have Google at the center, along with that there are lot of other specialized niche review platforms as well.



For example, we have Zocdoc, we have Zomato as well, we have Trustpilot, we have Tripadvisor and so on. Third, with respect to Google Alerts and Analytics. For a service provider, their own website performance is crucial. Google provides analytics and insights and many alerts when it comes to having these kind of strategies for monitoring reputation.

Then comes Sentiment Analysis Tools. Lot of tools in this domain, for example Lexalytics, MonkeyLearn, BytesView, Spacy, NLTK and so on. These sentiment analysis tools can provide an information to the service provider that what exactly the customer's opinions are about their brand. Then comes some Competitor Analysis Tools. For example, Sprout Social for that matter. Here you can analyze your Facebook competition, your other social media competitors and their performance as compared to your own campaigns as well.

So Talkwalker is a leading firm that offers free social search or social media monitoring tool. Let's have a look at this particular video and understand more about what social media monitoring is all about. So, effective online brand management and reputation management require a cohesive and strategic approach. Businesses or service providers must establish a unified brand image, engaging audiences through compelling and visually appealing content across various online platforms. Actively participating in social media, responding to customer reviews and fostering transparent communication build trust.

Consistency in messaging and branding combined with adaptability to changing digital landscape ensures a resilient online presence. Proactive crisis management, cultural relevance and employee advocacy contribute to a positive reputation whereas regular monitoring, analytics and long-term vision are also crucial for sustained success. This all emphasizes the importance of continuous adaptation and innovation in the dynamic online environment. So, in this session we try to comprehend the elements of online brand management and reputation monitoring tools and techniques for services. Thank you.