


ORM Tips: Online Reputation Management for the Digital Marketer

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June 26, 2018

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In the world of digital marketing, managing your online reputation should be one of your main priorities. 😎

Hopefully this doesn't come as a surprise to you, but part of generating interest and driving traffic to your company is also about ensuring that how your company is represented online is well maintained.

In addition to building out social media profiles and creating engaging content to gain interest in your company, it's important to consider other facets to online reputation management such as business listings information and review websites.



Take a look at the tips and tricks below to build your strategy towards a well managed online business reputation.

Keep Consistent Online Listings

Wherever your business appears online, make sure you are in control of the information that's presented. Beyond a simple phone number or address listing, information such as the services you provide or your company's values or mission should be consistent across each site.

Now you might be thinking, "But there are *so many* listing sites out there, how can I manage each and every one?"

Don't fear, but understand that this approach will take some investment.

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First off, do a quick search of your business online to find out where your company information is already appearing on different listing sites such as Google, Yelp, or Angie's List. Handle these ones first and take a look at how your company is appearing on each one.

As you research and expand on to more business listing websites, you'll have an idea of the type of information that's presented based on the ones you've already tackled. Take the time to build out a template of what it is about your business you want represented.

The beauty of online reputation management is that you're taking control of how your business is represented and making sure that when people find you online, the information available is the most accurate and up to date.

Let Your Online Reviews Inform Your Marketing

The internet can be a rough place, and no one likes a negative review, but along the lines of making lemonade out of lemons, you should take all of your reviews in consideration of how you do business.

What's great about negative reviews is that you gain a different perspective from a customer who has gone through the process of working with you. If someone didn't have a great customer service experience or found one of your products or services to be less than satisfying, wouldn't you want to know so you can rectify the situation?

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Online reviews can also help inform your marketing products from the blog posts you write or the digital videos you put out to help drive traffic and new leads to your website and company. As you start to see different trends in the concerns of your customers through their, you'll know just what type of content to put out to fill the gap and address their needs.

Invest in Online Reputation Management

Managing your online reputation can be considered a full-time role, but if that's not something that's possible at the present, definitely check out the [resources that are available](#) that can help.

Striving for success with the online reputation of your business will show not only how you value the experience of your clients and customers, but also how you're continually working to improve your company for years to come. 😊