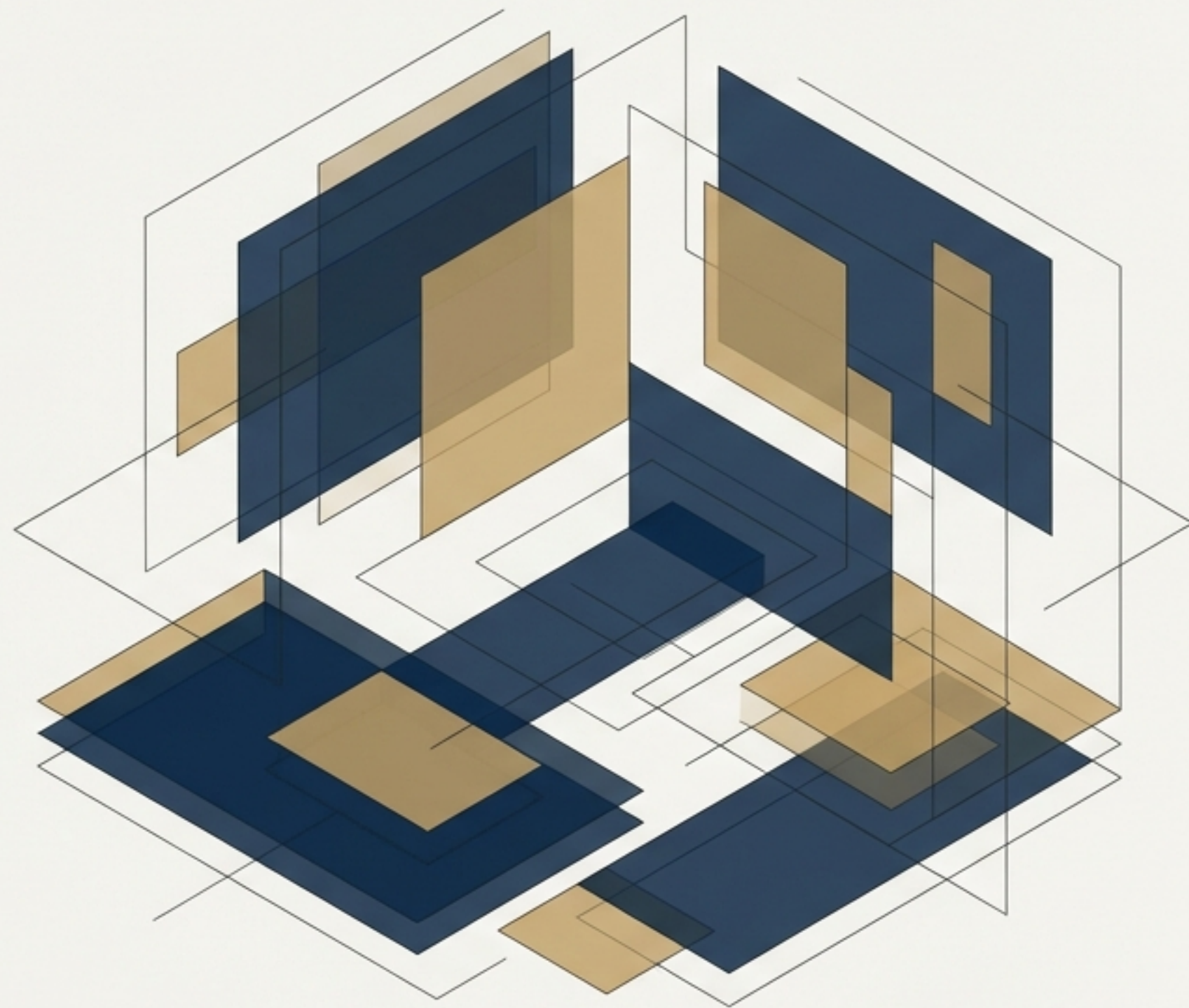


The Reputation Management Playbook

A strategic framework for building, protecting, and measuring your most valuable asset.



Reputation is Now a Quantifiable Driver of Business Performance

The modern business landscape is defined by digital transparency. An organisation's reputation is no longer shaped by press releases, but by millions of digital conversations, reviews, and search results.

Managing it is not optional.



90%

of customers read online reviews before making a purchase.



75%

of an organisation's value is intangible, with reputation as a core component.



30-50%

reduction in customer acquisition costs is achieved by companies with a positive reputation.



Hours, not days:

Mismanaging a crisis can destroy decades of brand equity in the time it takes for a post to go viral.

Moving from Reactive Defence to Proactive Strategy

The Reputation Management Framework™ transforms reputation from a passive outcome into an actively managed strategic asset. It is a continuous, data-driven cycle designed to build resilience and drive growth.



✓ **Proactive vs. Reactive:**
Build reputation before a crisis occurs.

✓ **Digital-First:** Acknowledge that reputation is shaped primarily online.

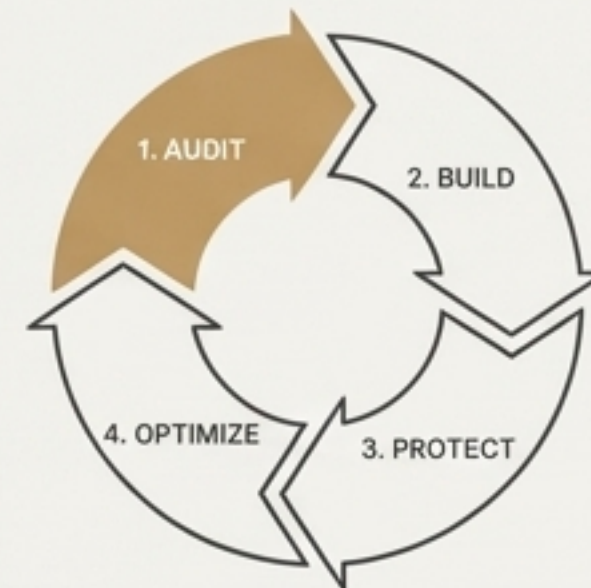
✓ **Measurement-Driven:**
Track reputation health with quantifiable metrics.

✓ **Integrated Response:**
Coordinate across PR, Marketing, CX, and Leadership.



Phase 1: The Reputation Audit – Know Where You Stand

Objective: To establish a comprehensive, data-backed understanding of current reputation health across all key stakeholders and digital channels.



1. Stakeholder Mapping

Identify and analyse all primary (customers, employees, investors) and secondary (regulators, media, community) stakeholders to understand their perception drivers and influence levels.

2. Digital Footprint Analysis

Conduct a thorough review of:

- **Search Engine Reputation:** What appears on page one for your brand name, reviews, and negative search queries? Analyse SERP sentiment and autocomplete suggestions.
- **Social Media Reputation:** Analyse sentiment, response rates, and share of voice versus competitors.
- **Review Platform Analysis:** Aggregate and analyse ratings from platforms like Google Reviews, Trustpilot, and Glassdoor.

3. Reputation Health Scoring

Consolidate findings into a single, quantifiable score based on five key dimensions.



Phase 2: Reputation Building – Architecting a Positive Digital Footprint

Objective: To systematically create a powerful and positive digital presence that builds trust, credibility, and a defensive buffer before issues arise.



1. Owned Media Optimisation

Transform your website into a reputation hub with essential pages (About Us, Testimonials, Press Page) and a robust content strategy built on four pillars: Expertise, Transparency, Customer Success, and Social Good.

2. Earned Media Strategy

Drive third-party validation through proactive media relations, spokesperson development, and a systematic strategy for securing positive reviews, industry awards, and analyst recognition.

3. Social Media Engagement

Execute platform-specific strategies to build community and demonstrate values, from executive thought leadership on LinkedIn to visual storytelling on Instagram and real-time engagement on Twitter/X.



Phase 3: Reputation Protection – Early Detection and Effective Response

Objective: To detect potential reputation threats as they emerge and respond with speed, accuracy, and empathy to minimise damage.



1. Establish a Continuous Monitoring System

Use a stack of tools (e.g., Google Alerts, Social Listening Platforms, Review Monitoring) to track brand mentions, sentiment, and SERP changes in real-time. Configure alerts for critical, important, and informational events.

2. Develop a Crisis Classification System

Define clear crisis levels to ensure a proportionate response:

- **Level 1 (Minor):** Individual complaint.
- **Level 2 (Moderate):** Trending social criticism.
- **Level 3 (Major):** Viral negative content, major media.
- **Level 4 (Existential):** Threat to business survival.

3. Implement a Crisis Response Playbook

A pre-approved protocol that dictates actions, roles, and communication for each crisis level.

Anatomy of a Crisis Response: The 5-Step Process

A successful crisis response follows a clear, time-bound sequence. The actions taken in the first 24 hours determine 80% of the long-term reputation impact.





Phase 4: Reputation Optimisation – Driving Continuous Improvement

Objective: To leverage data and feedback from the first three phases to continuously refine strategy, strengthen assets, and improve the overall Reputation Health Score over time.



1. Quarterly Reputation Review

A formal process to analyse Reputation Health Score trends, review content performance, benchmark against competitors, and integrate stakeholder feedback into strategic planning.

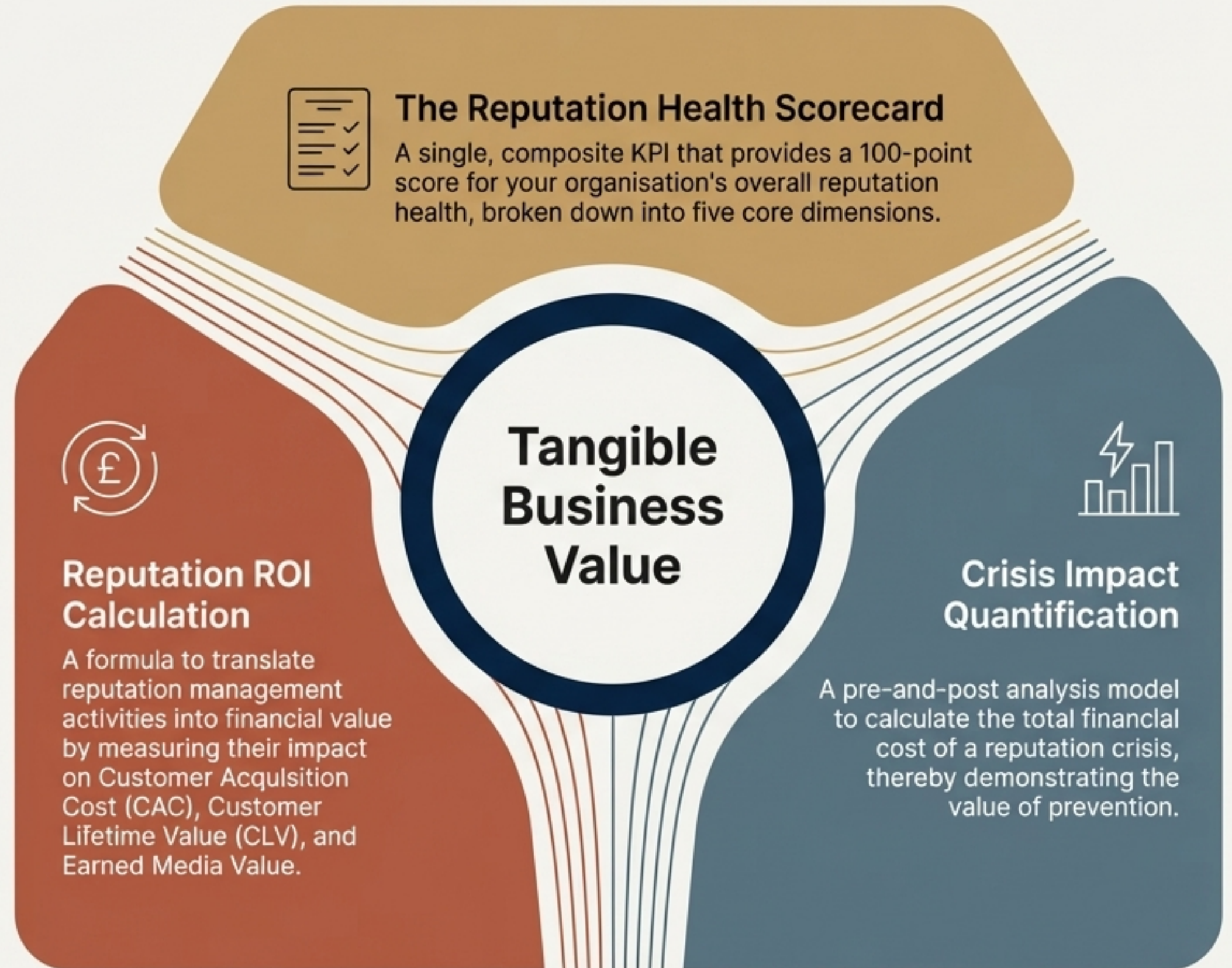
2. Ongoing Reputation Enhancement Projects

Implement programmatic initiatives to proactively strengthen reputation, such as:

- Systematic Review Generation Programmes
- Executive Thought Leadership Calendars
- Formal Employee Advocacy Programmes
- Strategic Partnerships and Sponsorships

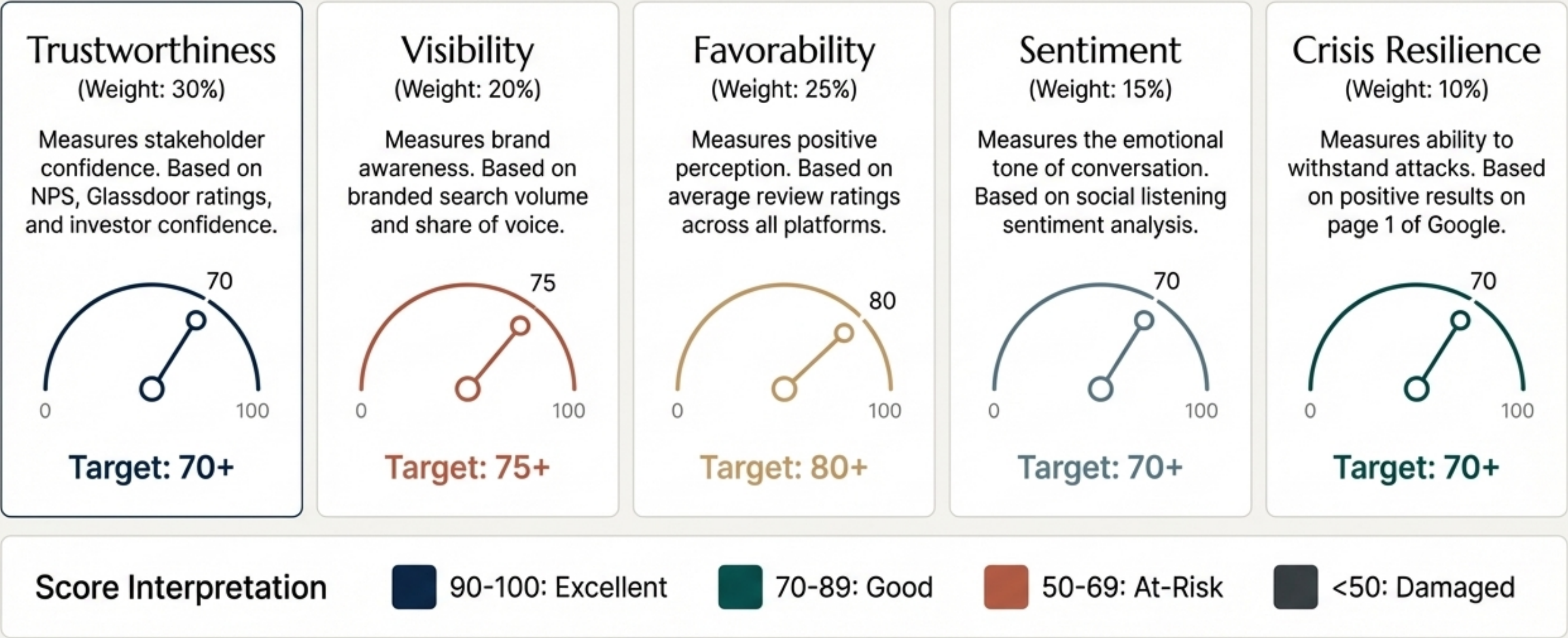
Measurement: Proving the Value of Reputation Management

To manage **reputation** as a **strategic asset**, we must **measure** it with the same rigour as finance or operations. This is achieved by tracking its health, calculating its financial return, and quantifying the cost of crises it helps to prevent.



The Reputation Health Scorecard: Your Core KPI

The score is a weighted average of five dimensions, providing a holistic view of reputation performance.



Case Study: Domino's – From "Cardboard Crust" to Market Leader

Context

In 2009, Domino's ranked last in taste, and a viral video of employee misconduct had destroyed public trust. Social sentiment was 85% negative.

The Playbook in Action



1. Acknowledge & Audit

Launched the "Pizza Turnaround" campaign, publicly admitting their product was poor by reading negative customer reviews in commercials.



2. Rebuild

Completely reformulated their product based on feedback, documenting the entire process for radical transparency. Launched tools like the "Pizza Tracker" to build trust.



3. Protect

Responded to the viral video crisis within hours, terminating the employees and issuing a CEO apology on YouTube, followed by new training protocols.

The Results

Reputation Health Score

76/100

from 35/100

Social Sentiment

55% positive

from 85% negative

High Point

Stock Price

+233%

in three years

Sales

+14.3%

in the first year alone

Low Point

Key Lesson

Reputation recovery requires radical transparency, authentic acknowledgment of problems, and visible systemic change, turning critics into advocates.

Cautionary Tale: United Airlines – The Cost of a Failed Response

In 2017, a viral video showed a passenger being forcibly removed from a flight. The incident and the company's reaction triggered a global firestorm.

What Went Wrong (The Anti-Playbook)



Delayed & Tone-Deaf Response

The first public statement was 24 hours late and used corporate jargon ("re-accommodate") while an internal memo blamed the passenger.



Lack of Pre-Approved Plan

No protocols were in place, leading to a slow, inconsistent, and insincere response that compounded the damage.



Victim-Blaming

The initial focus was on defending employee actions rather than showing empathy for the injured customer.

The Damage



42/100

plummeted from 68/100

-\$1.4 billion

in market capitalisation in the first week

9 of 10

page-1 search results were negative for over a year

Key Lesson

The initial response matters exponentially more than recovery efforts. A failure to respond with speed and empathy in the first 2 hours can cause damage that takes years and millions of pounds to partially repair.

Case Study: Revolt Motors – Building a Dominant Reputation from Zero

Context: Revolt launched as India's first AI-enabled electric motorcycle brand into a sceptical market with zero brand recognition and a limited budget.

The Playbook in Action



1. Build Authority:

Positioned the founder as an EV visionary through thought leadership and media interviews before launch.



2. Build Trust:

Adopted a 'transparency-first' approach, sharing detailed technical specifications and 'How It's Made' content. The founder personally responded to the first 100 customer reviews.



3. Build Advocacy: Systematically generated reviews and featured early-adopter testimonials, creating a powerful user community.

The Results

82/100

Reputation Health Score achieved within 12 months

#1

Search Dominance
Google ranking for 'electric bike India' and over 50 related keywords

1,200+

Review Profile
reviews averaging 4.3 stars

Sold Out

Sales Impact
the first five production batches within hours of release

Key Lesson

Building reputation from scratch requires a relentless focus on transparency, customer advocacy, and thought leadership. It creates an authentic connection that advertising cannot replicate.

The Reputation Management Toolkit

A robust reputation management programme is powered by a strategic stack of technology. Below are leading tools for each core function.



Monitoring & Listening

For real-time tracking of brand mentions and sentiment.

Google Alerts, Mention, Brandwatch



Review Management

To aggregate, respond to, and generate customer reviews.

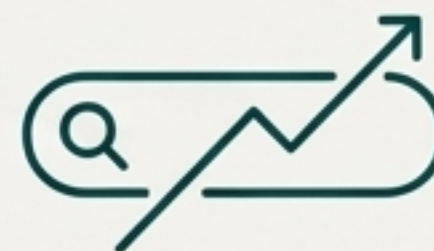
ReviewTrackers, Birdeye, Grade.us



Media Monitoring

To track coverage in traditional and digital publications.

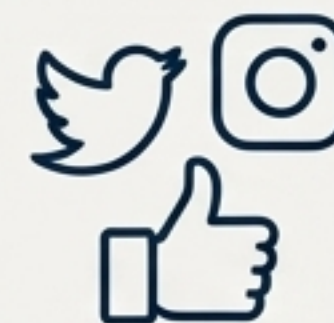
Cision, Meltwater, Prowly



SEO & Search Monitoring

To track SERP rankings and analyse backlinks.

SE Ranking, Ahrefs, SEMrush



Social Media Management

To schedule content and manage engagement.

Sprout Social, Hootsuite, Buffer

Your First Move: Launch a 30-Day Reputation Audit

The path to a world-class reputation begins with a clear understanding of your current position. Use the framework's audit phase as your strategic starting point.



Week 1: Search Engine Analysis

Document and analyse your brand's entire Page 1 presence on Google for key branded terms.



Week 2: Review Platform Deep Dive

Aggregate and score your ratings across all critical customer and employee review sites. Identify common themes in feedback.



Week 3: Social Media & Mentions Audit

Deploy a listening tool to measure 30-day sentiment, share of voice, and identify your key advocates and detractors.



Week 4: Consolidate & Score

Analyse your media coverage and owned content performance, then calculate your baseline Reputation Health Score.

This audit will reveal your top three strengths to leverage and your top three vulnerabilities to address, forming the foundation of your strategic playbook.