



Online Reputation management

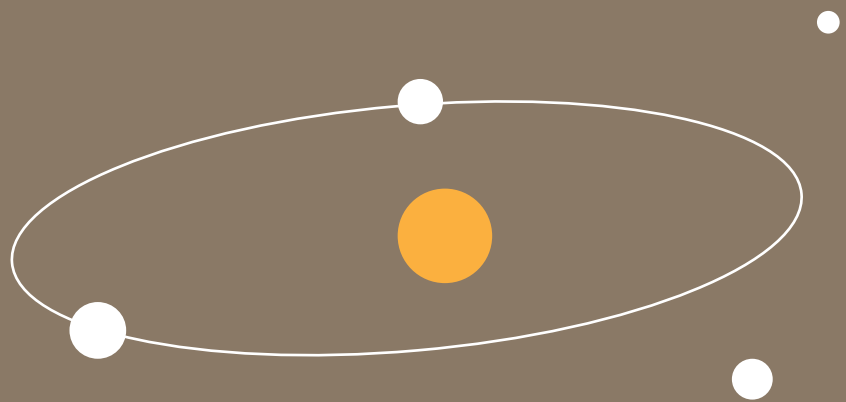
Online Reputation Management

Today's Online Environment

Since the Internet boom, the online environment has changed dramatically. The Internet's flexibility has enabled the development of social media and the creation of online communities of all types. Blogs, forums, social media have been growing rapidly and have already hit the mainstream, influencing today's culture, politics, business and social trends.

This is a trend that is here to stay: Bloggers have been at it an average of three years and are collectively creating close to one million posts every day. Blogs have representation in top-10 web site lists across all key categories, and have become integral to the media ecosystem. As the blogosphere and social media grow in size and influence, the lines between what is a blog and what is a mainstream media site become less clear. Larger blogs are taking on more characteristics of mainstream sites and mainstream sites are incorporating styles and formats from the Blogosphere. For example, 95% of the top 100 US newspapers have reporter blogs.

Even in Greece, blogs have been increasingly gaining share in the mainstream political and business discourse. More and more people turn their back to classic media (especially in terms of reading about the news) and prefer to get their information online. Also, Greece is strong in terms of the utilization of social media. For example, Greece ranks seventh in terms of Facebook users growth in 2008 (260%, over 660,000 users.)



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Online Reputation Management

The Service

Online Reputation Management (ORM) is a new service by V+O, focusing on maximizing the effectiveness of its customers' online presence and active engagement in the online discourse. It essentially combines marketing and PR with search engine marketing. ORM enables the protection and management of our customers' reputation by becoming actively involved through a three step process:



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COMMUNICATION

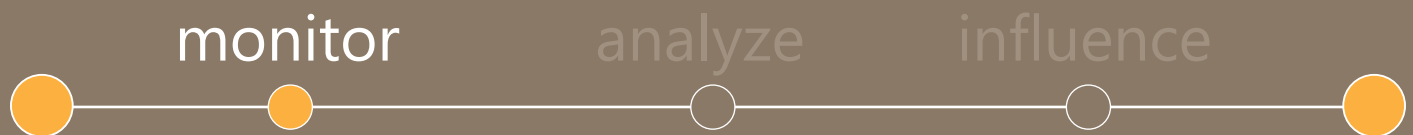
Online Reputation Management

The Service.monitor

Everyone wants to know what is being said about their company and brands. Nowadays it is easy for anyone to publish information on blogs, podcasts and opinion forums and influence public opinion. It is therefore important to monitor these online conversations. However, the size and complexity of the internet, coupled with the speed at which news travels means that it is difficult to continuously monitor all that is being said.

To address this issue, an early warning system that alerts of all related news is needed. Monitoring a brand includes:

- Identifying new sources of information such as blogs, newsfeeds and relevant aggregators, both those that cover general news and those that focus on an industry, subject or geography
- Monitoring newsfeeds and blogs for all keywords related to clients and their brands, as well as competitors if needed
- Customizing RSS readers for brand tracking and filtering
- Monitoring industry-related sites



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The Service.analyze

The next step after monitoring is to analyze how visible information online affect a company's brand and reputation. Within this framework, an understanding of the search engine environment is needed. Furthermore, the sites that offer information need to be assessed depending on a set of parameters such as page rank, number of links, influence etc. Then, an analysis of the online assets that a client actually controls should take place (corporate sites, sister sites, micro sites, product sites, corporate blogs, employee blogs, partner sites, corporate communications aggregators), documenting the present position of each site, including screenshots of the various search engine results to see how these sites rank. This exercise will help put a strategy in place on how these sites can gain more visibility and clout should be put in place.



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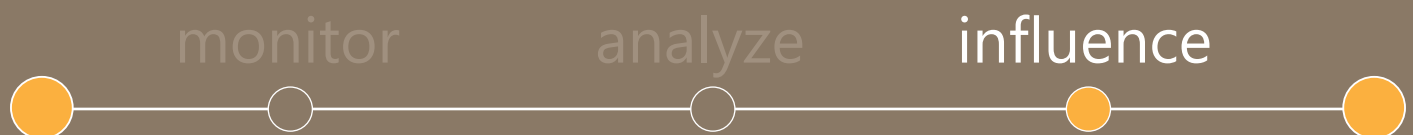
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The Service.influence

The final step is to actually influence what is being written and reported. This can be done through different channels:

- Participating in the conversation when necessary. Taking an active part in the industry conversation by becoming a regular contributor to blogs and forums within the industry will enable companies to lead the conversation about their brand. In addition, bloggers will appreciate the company's proactivity and engagement.
- Engaging offline with key bloggers and opinion makers.
- Developing communication strategies for online media, including social network sites, consumer complaint sites etc.
- Including a web component in crisis management processes
- Utilizing fully all available online resources including corporate sites etc.
- Exploring paid solutions such as online advertising or search engine optimization



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Service Structure

V+O will develop customized packages depending on the needs of each client. Clients will be able to choose between ongoing monitoring and one-off issue-based projects, determine the range of monitoring, as well as the components of the project (just monitoring & analysis or monitoring, analysis & influencing activities).

Cost will be determined based on the aforementioned parameters.



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