



Reputation Marketing

Plan, Protect and Promote your Reputation

10 Top Tips to Create a 5 Star Reputation

Your reputation is what generates trust – and without trust your company will struggle to survive.

Reputation is what people say about you – so it is, in effect, GOSSIP!

How do you create a fantastic reputation?

The secret is in knowing how to influence what people say about you.

You can do this by distributing information – both online and offline.



1. Take control and be proactive.

Offline

2. Only ever hand out good quality marketing materials – business cards, flyers, brochures, etc.
3. Hone your 60 second elevator pitch to perfection so people understand what you do and who you do it for.
4. Volunteer to make a presentation at your local networking group(s). Always aim to share your knowledge – not to make a sales pitch or tell them all about your products or services.

Online

5. Be active online on the platforms where your target audience is found.
6. Ensure your privacy and security settings are set so you protect your personal information.
7. Post information of value – tips, advice, useful articles, blogs and downloads, free material and special offers.
8. Get involved. Join relevant groups where your ideal clients are found and offer your help by answering questions in the forum and contributing helpful information.
9. Write content that shares your knowledge and experience – for your website, for your own blog, for other people's blogs and as reports or white papers.
10. Recommend others, give testimonials, make connections and be generous with your praise (but only when you really mean it).

Finally, never publish anything publicly or privately that you would prefer your clients didn't read!