

CAMPAIGN STRATEGY

YOUR REPUTATION MANAGEMENT CAMPAIGN

If you have a “less than great” online reputation, then customers are going to avoid using your business. If you don’t have any search engine reputation at all, then clients will hesitate to trust you, even if they manage to hear about you. If you have a good reputation, then your company should be willing to do anything to maintain that positive image. At Mr. Pipeline, we understand that reputation management is vital for short-term success and critical for long-term market share. Mr. Pipeline works as your online search engine reputation management specialist by first deciding what kind of reputation you already have. We then customize an online reputation management improvement strategy just for you, whether you need a new reputation, want to maintain a good one, or want to get rid of a bad reputation online.

THERE ARE 3 TYPES OF REPUTATION MANAGEMENT SERVICE:

PROACTIVE ONLINE REPUTATION MANAGEMENT

If your business is just beginning to grow or has just been established, then we can help you build a good reputation from the start, as well as help established companies maintain their good reputation that is deserved and well earned. Proactive reputation management services are essentially image building campaigns. As reputation management experts, we can help you maintain a good reputation by continuing to build upon what you’ve already accomplished.



REACTIVE ONLINE REPUTATION MANAGEMENT

Here at Mr. Pipeline, we believe that the best offense is a good defense. A company with a bad reputation loses money, customers, and has a hard time growing. If your company has encountered a business issue we can help identify the problem. However, our internet reputation management experts can’t help to improve your image until the problem has been solved. Once it has been taken care of, we can help rebuild the good status that you desire and keep it well maintained. Negative listings can’t be removed, but our experts can distribute positive content to push them down. Don’t wait until you start losing money to improve your online reputation in the search engines!



REPUTATION MANGEMENT PROPOSAL



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REVIEW GENERATION

Review Generation is the process of gathering positive customer reviews for your business. We do this using a state of the art automated process which will gather, filter, and promote reviews across the most popular local directories including; Google, Yahoo, Yelp (and many more). Generating all of these testimonials in local directories strengthens your online reputation and will improve your ranking. As reviews are gathered more people will see it, and more will choose your business when looking for the kinds of services that you provide.



REPUTATION MANAGEMENT CALANDER:

An Reputation Management campaign is a long-term proposition. Review Generation can start to get traction the same day you sign up. You will notice positive 5-star reviews within no time at all and that will lead to a better online presence almost instantaneously. However, Proactive and Reactive Reputation Management takes time. It will probably be 4-6 months before we can start to see increased positive results, and a full 8-14 months before your businesses search results appear completely positive across the board.

