

Online Reputation Management Checklist:

7 Ways to Use Mentions



ONLINE REPUTATION MANAGEMENT CHECKLIST: 7 Ways to Use Mentions

If you want your business to succeed online, you have to constantly listen to what people are saying about your brand, your competitors and industry topics. This is where mention tracking gives you insights.

We've gathered 7 actionable tips to help you improve your online reputation management via monitoring and analyzing mentions.



1 USE YOUR COMPETITORS' BEST PRACTICES

Keywords to track:

- competitor's brand keywords

Metrics to pay attention to:

- number of competitor's mentions vs your brand's mentions
- monthly traffic of mention source
- forum users count
- influencers' followers/subscribers count

Action plan: reach out to the forums and influencers who mention your competitors, but don't mention you

2 GET INSIGHTS FROM YOUR CUSTOMERS

Keywords to track:

- your brand keywords
- your product or service keywords

Metrics to pay attention to:

- sentiment changes
- usage frequency of a particular word next to your tracking keyword

Action plan: create more detailed buyer personas, improve your product or the way you communicate with your customers

3 FIND INFLUENCERS AND AMBASSADORS FOR PROMOS

Keywords to track:

- industry topics

Metrics to pay attention to:

- influencers' followers/subscribers count

Action plan: reach out to influencers who don't talk about you

4 EVALUATE YOUR CAMPAIGNS' EFFECTIVENESS QUICKLY

Keywords to track:

- your campaign keywords (research/product/service)

Metrics to pay attention to:

- number of mentions
- monthly traffic of mention source
- number of top sources/influencers who mentioned you
- number of forum comments/threads
- sentiment changes
- total estimated reach
- number of backlinks

Action plan: report your results, analyze your ongoing campaign and make adjustments

5 DISCOVER NEW INDUSTRY TRENDS TO FOLLOW

Keywords to track:

- industry topics

Metrics to pay attention to:

- number of mentions

Action plan: get new ideas for blog posts, spot upcoming trends, find new relevant forums/influencers

6 PREVENT CRISES

Keywords to track:

- your brand keywords
- your product or service keywords

Metrics to pay attention to:

- sentiment changes
- number of mentions per sentiment

Action plan: prevent a crisis situation by settling the issue before it grows to a scandal

7 FIND USER-GENERATED CONTENT

Keywords to track:

- your brand keywords
- your product or service keywords

Metrics to pay attention to:

- sentiment changes
- number of mentions per channel
- number of influencers who mentioned you

Action plan: get new ideas for blog posts, spot upcoming trends, find new relevant forums/influencers

Ready to take action?

**Apply these practices
using Brand Monitoring**

