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## METHODS OF ONLINE REPUTATION MANAGEMENT IN ENTERPRISES

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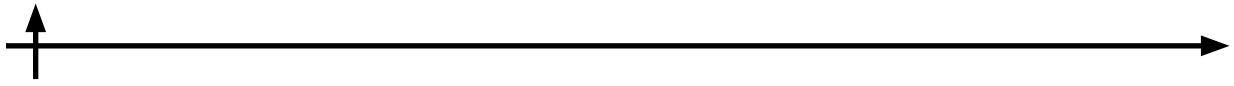
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**Abstract.** Today, reputation management is one of the most important components of successful business. This research is devoted to the study of the factors of formation of company reputation in the Internet, as well as the development of measures to improve the management of online reputation of enterprises. In the course of the study, the authors analyzed the methods of assessing the online reputation of enterprises, identified the tools for managing the reputation of companies in the digital environment, and put forward a number of proposals to improve online reputation management.

**Keywords:** online reputation, business reputation, reputation management, ORM, SMM, cost per click (CPC), cost per mille (CPM), cost per action (CPA)

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## МЕТОДЫ УПРАВЛЕНИЯ ОНЛАЙН-РЕПУТАЦИЕЙ ПРЕДПРИЯТИЙ

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**Аннотация.** На сегодняшний день репутационный менеджмент является одной из важнейших составляющих успешного бизнеса. Данное исследование посвящено изучению факторов формирования репутации предприятий в сети Интернет, а также разработке мероприятий по совершенствованию управления онлайн-репутацией предприятий. В ходе исследования был проведен анализ методов оценки онлайн-репутации предприятий, определены инструменты управления репутацией компаний в диджитал среде, а также выдвинут ряд предложений по совершенствованию управления онлайн-репутацией.

**Ключевые слова:** онлайн-репутация, деловая репутация, репутационный менеджмент, ORM, SMM, CPC, CPM, CPA

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### Introduction

Reputation management is one of the most important components of a successful business; through competent management it is possible to make a company attractive to customers, investors and other stakeholders (Fombrun, 1990). While originally the term "reputation management" referred to the field of public relations, nowadays the development of computer technology, the Internet and social media has made reputation dependent on search engine results. Online marketplace services have long become commonplace and in demand in the business environment, which has found application in the field of corporate reputation management as well. In other words, online reputation management or ORM (online reputation management) is an effective marketing technology, thanks to which a positive image of the company is formed in the network.

Figure 1 shows the operations that the reputation management technology implies.

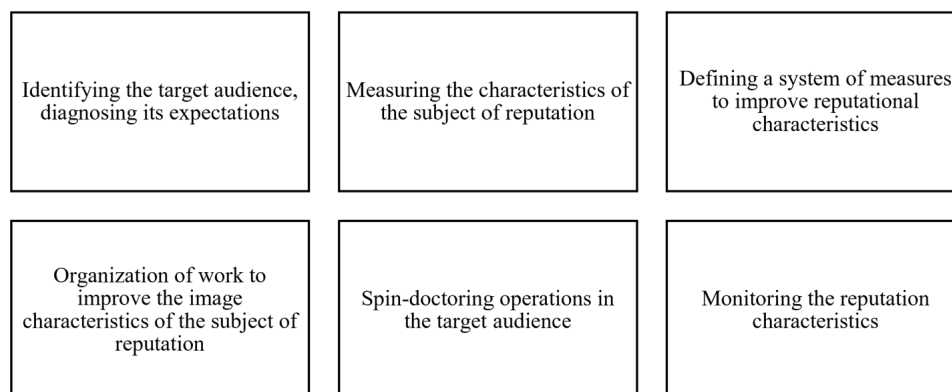
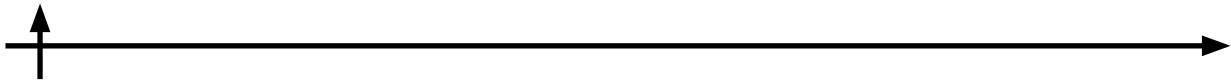


Fig. 1. Technology of reputation management



When defining the target audience, it is necessary to form its structure, to define expectations in relation to a particular company and its reputation, i.e. it is necessary to build an expected reputation model.

When measuring the characteristics of the subject, the main parameters that form the reputation model are identified. During the definition of the system of measures to improve the characteristics of reputation, the real model of reputation and the expected one are compared, then those whose indicators are noticeably worse than the others are singled out. Corrective measures are formed for them, ways of attracting investments are thought over (Sharkov, 2015; Markov, 2023).

During the organization of works on the optimization of the subject's image characteristics, a point-by-point adjustment of the fundamental indicators is carried out to make them comply with the normative ones.

Spindoctoring is the correction of data already covered in the media, which are not favorable for the organization. At this stage, corrective work is carried out to change the established negative attitudes about the subject of reputation, previously unknown positive information and qualities of the company are disclosed.

Speaking about monitoring the state of the reputation subject's characteristics, we are talking about comparing the current reputation characteristics of the company and comparing them with the target audience's perceptions of their values. If the difference in the compared characteristics falls below an acceptable level, a number of corrective measures are taken.

Let's proceed to the consideration of techniques and means of reputation management and its formation.

#### 1. Preemptive tactics by revealing negatives ahead of time.

The essence of this tactic is the company's demonstration of its own mistakes or disclosure of information that can be negatively perceived by the society. Following this, the company announces that corrective actions are underway and every effort is being made to correct the error. Due to the company's openness and honesty, the public does not perceive the negative consequences as something bad, and people also have confidence that "work on the mistakes" is already underway.

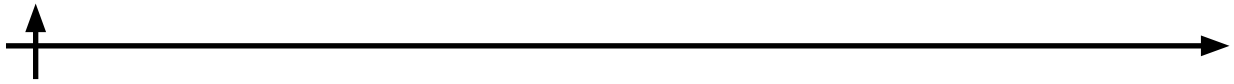
Alfa Bank can be cited as an example. In 2010, a shortage was discovered in one of its branches, but the company did not let this happen and waited for the local media to discover this information. The bank decided to self-disclose the problem and talked about cooperating with law enforcement (Kozlova, 2011). The management staff stated that the bank's customers were completely safe and the fact of the shortage would not affect them in any way.

#### 2. Spin-doctoring operations in reputation management.

There are situations when a company either does not adhere to the previous strategy or does not manage to self-report an incident before the media. In such a case, negative consequences for the organization will come anyway, even though the company may be innocent. For example, in 2002 in one of the products of "Ochakovo" was distributed information about the presence of sodium benzoate, the carcinogenic effect of which on the human body has been proven. A little later the company denied this information, but by that time the company's sales had already decreased by more than 1/8. In order to restore the business reputation of the brand, the company decided to file a lawsuit in court to protect its own reputation, as a result of the court hearing the lawsuit was satisfied.

#### 3. Policy of ignoring public opinion.

This policy is directly opposite to the previous two - instead of reacting in advance or after media publications, companies choose the tactic of complete silence of the situation. One of the organizations that chose this tactic is the Moscow toy factory Pineapple Toys. Mercury impuri-



ties were found in their products, so all toys were thoroughly checked by regulatory authorities before being sent for sale. The mass media actively agitated to refrain from buying the goods of this company. For its part "Pineapple Toys" decided to completely refrain from any comment on this situation, which caused significant damage to the reputation and profits of the firm.

#### 4. Use of suggestibility.

Effective reputation management is based on adequate interaction with the target audience, excluding the use of manipulative methods. The preference is given to the audience, corresponding to the norms and values, because in the marginal environment preservation of stable reputation is difficult. It is possible to create an attractive image quickly, but reputations are built over the long term, and aggressive methods can harm rather than improve reputations.

#### 5. Use of opinion leaders in reputation management.

One of the peculiarities of opinion leaders' activities is that they bring together people from different groups. That is why companies use their services to create pressure groups. During reputation enhancement activities, it is impossible to ignore these pressure groups, as some of them can make a significant contribution to the improvement or deterioration of the company's reputation. More often than not, these groups conduct targeted promotions on online platforms or in the media, which cannot go unnoticed by investors, potential customers and other stakeholders.

Figure 2 shows the most common behavioral tactics of pressure groups.

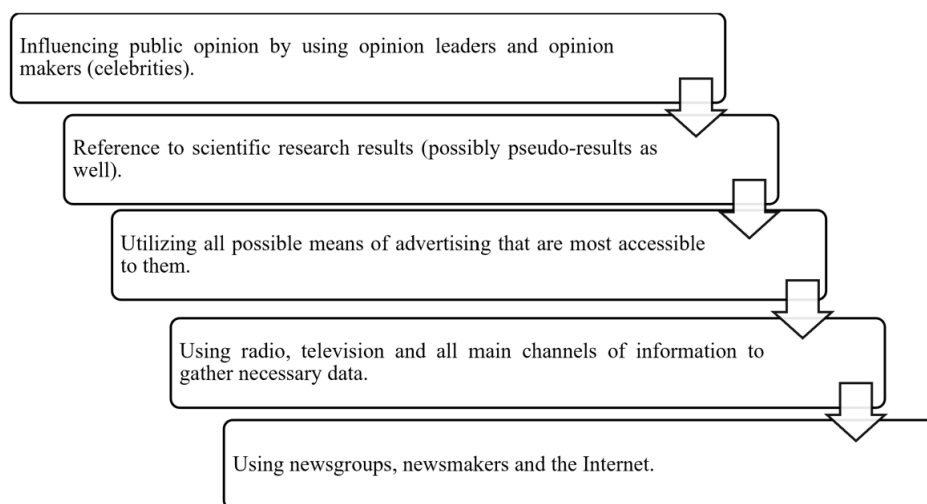
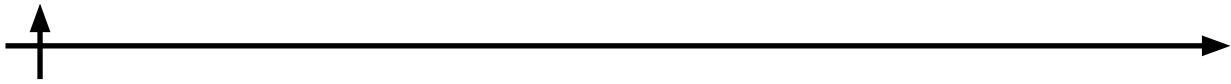


Fig. 2. Main behavioral tactics of pressure groups

There is no point in conflicts with groups of influence, as they do not bear any losses. However, there is also a scheme for working with them - you should try to attract them as key groups for an alliance with shareholders.

There is no point in conflicts with pressure groups - they have nothing to lose. If possible, you should try to involve them as key groups for an alliance with shareholders. Adopting a declaration on a contentious issue is one possible method of managing this activist movement. Other key actions may include negotiating with pressure groups to find common ground and ways to cooperate.

Due to the rapid development of the Internet, there has been a recent transformation of the media market. Due to the fact that content and information can be published simultaneously on several platforms and the time of publication takes seconds, there is an increase in the number of users reached, which is why this communication channel prevails over other methods of mass



communication.

Initially the concept of "reputation management" was related to public relations, at the moment, due to the increasing influence of IT-technologies, "reputation management" directly depends on the results of search engine results. Digital space, online stores have already entered the daily life of users, which is also embodied in the reputation management of companies.

### **Materials and Methods**

The work uses various research methods, including: theoretical analysis of literature, comparison, study of statistical information, etc. When collecting the data necessary to perform the work, the search engines Yandex, Google were used. The following programs were used in data processing: ArchiMate, Figma. In the course of the work were considered tools and methods of online reputation management, factors that are influenced by the reputation of companies in the digital environment, currently implemented strategy of online reputation management at the enterprise, presented ways to assess the reputation on the Internet. The state of online reputation was also assessed using the Ex-index.

### **Results and Discussion**

Online reputation is a system of subjective opinions of CA (target audience) about the company, its activity in the market, which is reflected in digital space based on both objective and subjective information. Online reputation management from the point of view of marketing is the impact on users, carried out through the development and implementation of marketing tools, in order to establish long-term relationships, create loyalty to the company, increase profits and, finally, increase the value of reputational capital (Shulgina, 2017; Gimadeev and Abdukhalilova, 2023).

Reputation management in the digital space or Online Reputation Management (ORM) in a different way can be interpreted as the process of creating a company's image attractive to consumers, investors or other stakeholders on online platforms, carried out through the implementation of marketing technology.

Today, online reviews are considered more authoritative when making a purchase of a product or service compared to the opinions of family and friends. Bright Local, which studies the relationship of online reviews with making purchases, found that a large proportion of users resort to online opinions in order to find information about local businesses.

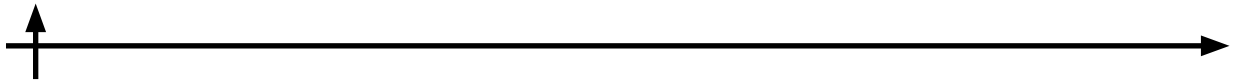
Today, the communication hierarchy for building a company's brand and for thinking about and producing content has changed, with users embedded in almost every stage.

The AIDA model has also undergone a number of innovations. Earlier it consisted of four components (attention, interest, desire, action), but now it is modified to AIDAS, where S stands for share. Share or "to share" means the user's desire to inform about the made purchase and tell about personal impressions on the Internet.

If the company's management does not pay proper attention to social networks and their influence on the public's opinion and loyalty, reputational losses can be very serious and, consequently, the company's profits will decrease.

This is why it is important for any organization to create an effective online reputation management tool to both increase the number of loyal customers and to increase return on assets.

One of the components of Online Reputation Management is Search Engine Reputation Management or SERM. The focus of SERM is on search engine optimization, predominantly Yandex or Google. Despite the fact that the range of coverage of both platforms is very large, reputation management subordinates itself to many more aspects. Reputation management consists of all the ways and methods of promoting the company on the web, which is why the mar-



keting department, in particular the specialist responsible for PR or SMM, must be in constant contact with other departments.

Figure 3 shows the main factors that influence a company's reputation in the digital space.

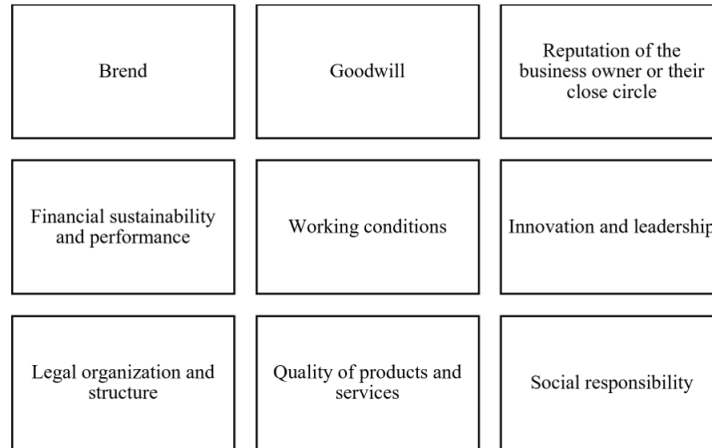


Fig. 3. Factors influencing the company's reputation in the digital space

Mostly reviews, comments and ratings are collected in the company's groups in social networks, official websites, review sites, personal blogs. The company rating has a direct impact on the preferences of potential customers.

Predominantly subjective user-generated information about the company is made available through the following communication channels:

1. Personal blogs, official websites, groups in social networks directly owned by the owners of the company.
2. Channels leased by the company (contextual and targeted advertising, sponsorship).
3. Self-dissemination of information about the product or service by customers, called the word-of-mouth effect.

Let's depict the main strategic techniques used in reputation management in digital space in Figure 4.

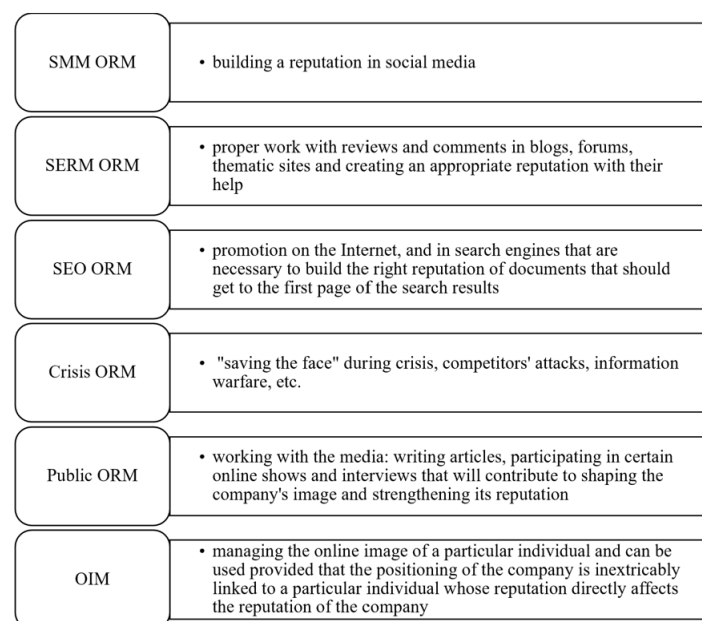
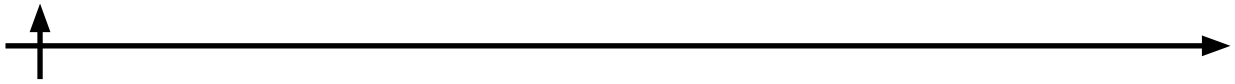


Fig. 4. Strategic techniques used in reputation management in the digital space



Suggestions for improving online reputation from a SERM ORM perspective should be considered.

1. Service integration to automate the process of responding to reviews.

To organize seamless responses to reviews, it is suggested to implement TrustYou CXP - a service (for hospitality companies, for example) that helps organizations to manage service quality, collect and analyze reviews from various platforms.

The main focus of this service is on working with reviews, which is a useful tool for enterprises. Separately, we would like to emphasize the use of AI (artificial intelligence), which is able to independently generate a suitable response to an individual review. This aspect of the service has a number of positive aspects, namely:

- personalization of the response;
- saving time;
- reduction of personnel costs;
- independent setting of response parameters (tone, length);
- the possibility of making corrections to the response created by the service.

TrustYou CXP has three usage rates: "Light", "Base" and "Pro". At first it is recommended to choose in favor of the "Light" version for gradual adaptation to the service and avoid unnecessary costs.

When using the proposed version of the service, the company will be able to collect feedback from various aggregators. In addition, thanks to the tariff there will be an opportunity to place a widget with ratings of reviews on the official website, which can positively affect the reputation of the company.

The creator of the service is Big Tree, which has more than 125 years of experience in the hotel business. Among the company's clients are such hotel chains as Kempinski, ParkInn, HYATT, Cosmos and others.

Besides TrustYou service it is recommended to pay attention to Medialogy service, the implementation of which can be realized together with the above-mentioned service. Since Medialogy focuses mainly on the reputation of social networks and media mentions, the services will not duplicate, but complement each other.

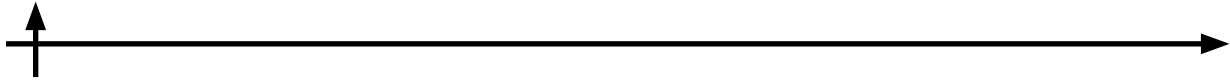
A distinctive feature of Medialogy is that as soon as a new mention of the hotel appears on the supported platforms, real-time notifications are sent to the responsible employee.

1. Motivation of the currently employed employees to write reviews by awarding a corporate gift for "Review of the Month"

An important task is to obtain feedback from currently employed employees who are able to point out positive aspects of their work at the company.

Material motivation in the form of a prize for the best review is an effective influence tool. The following criteria will be taken into account when selecting the winning review:

- originality of the review. An automatically generated review is characterized by its "boilerplate" and is quite often easily recognizable by users. If potential guests recognize an "inanimate" review, it will have a negative impact on the hotel's reputation;
- the volume of the review. Reviews that are too small are often uninformative, while reviews that are too long are hard to read. A "golden mean" in terms of text size is important, so a 500-700 word review is considered optimal;
- the tone of the review. Since, based on the analysis performed, employee reviews are predominantly colored negatively, it is necessary to "interrupt" them with positive ones. That is why employees who left a positive comment on the Internet can claim to receive a bonus;
- literacy and compliance with spelling norms. Employees of the company - its face, so compliance with the rules of the Russian language, the use of normative vocabulary will posi-



tively affect the online reputation of the hotel;

– honesty when writing a review. The situation that the employee describes in the review must necessarily be real and ever happened to the employee. Telling what happened to another employee (or not at all) is falsification. Such reviews are not allowed to participate in the contest.

According to the Civil Code of the Russian Federation (Clause 1, Article 575), the value of a gift in monetary terms should not exceed three thousand rubles, so this factor must necessarily be taken into account when making a selection.

Suggestions for activities within the SMM ORM framework include the following:

1. Work with VKontakte group:

a) Compiling a content plan.

b) A SMM specialist should take a course on creativity in content marketing.

### **Conclusion**

Business reputation forms the image of the enterprise, thus affecting its image in the eyes of potential customers, and has a direct impact on the profit from the activity. The relevance of online reputation at the present stage is due to the growing influence of the Internet and social networks on all sectors of people's lives and their economic activity, which can positively affect the activities of enterprises in various spheres of activity.

When forming measures to maintain and develop online reputation, it is necessary to take into account the techniques of reputation management, allowing to positively affect the image of the company in the eyes of customers. Among them we can emphasize the following:

1. Preemptive tactics by means of advance exposure of negatives;

2. Spindocor operations in reputation management;

3. The use of suggestibility;

4. Policy of ignoring public opinion (negative influence);

5. The use of opinion leaders in reputation management.

Due to the fact that online reputation management has a number of peculiarities, it is necessary to emphasize the main components of ORM (online reputation management). The first element is Search Engine Reputation Management or SERM. SERM is focused on the search engine, mainly Yandex or Google, as well as on working with reviews by evaluating their tone and applying methods of their correction. The second component of ORM is SEO ORM, which is dedicated to the promotion of the company's website or other selected online resource in search engine results. The final element is SMM ORM, which forms the company's reputation in social networks and other media spaces.

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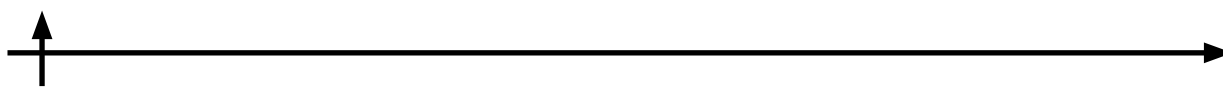
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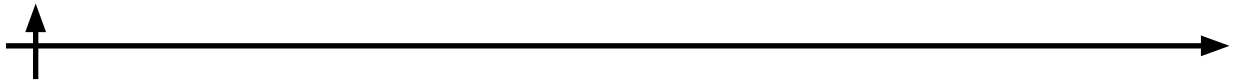
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