


# Social Media Fast-track Bonus

## Objectives:

- 1) Setting Up Twellow
-  2) **ORM**
- 3) Mobile Marketing
- 4) Youtube Skins

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# Online Reputation Manager

## Online Reputation Manager

### *What Is It?*

It is the practice of monitoring the internet reputation of your business name, personal brand, product/services, and industry and keywords

### *Why Is It Important?*

It allows you to create a strategy for managing the positive online PR or minimizing negative comments found on the web about you or your company.

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# Online Reputation Manager

## The Different Types Of ORM

- Personal
- Professional
- Social Networks - Twitter, Facebook, LinkedIn
- Local Listing - Yellow Pages, Citysearch, Yelp, Google Places
- Organic Search
- Personal Photos

# Online Reputation Manager

## Why You Should Monitor

**In today's age, it is incredibly easy for anyone to publish information/content on the web. Everyone has a voice and it is incredibly hard to control what people say about you or your brand.**

**People are going online for research before making decisions and they like to know that the business is personable.**

# Online Reputation Manager

**Good branding = Sales....  
Bad branding = unprofessional :-)**

**One bad comment can be as explosive as ten  
positive comments**

**Social media = Two Way Street!**

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# Online Reputation Manager

## What You Should Monitor

- Personal Name
- Brand Name
- Business Name
- Key Employees Names
- Products
- Services
- Domains
- Negative Comments
- Scam, Sucks, Rip Off, Review

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# Online Reputation Manager

## Where You Should Monitor

- Google Searches
- Facebook Search
- LinkedIn Search
- Twitter Search
- Industry Blogs

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## Tools For Monitoring

- \*Yahoo Alerts - <http://alerts.yahoo.com>
- \*Google Alerts - <http://www.google.com/alerts>
- \*Twitter Search - <http://twitter.com/#!/search-home>
- \*Broadreader (forums) - <http://broadreader.com>
- \*Technorati Search (blogs) - <http://technorati.com/search>
- \*\*\*Trackur - <http://www.trackur.com>



# Online Reputation Manager

## Tools For Monitoring

**Viral Heat** - <http://www.viralheat.com>  
- \$9.99/mo - \$139.98/mo

**Buzzding** - [www.buzzding.com/home](http://www.buzzding.com/home)  
- \$14/mo - \$199/mo

**Alterian** - <http://alterian.com/socialmedia>  
- Starting at \$600/mo

**Jive** - <http://www.jivesoftware.com/solutions/social-media-monitoring>  
- Call to inquire

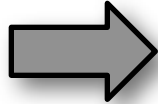
**Radian 6** - [www.radian6.com](http://www.radian6.com)  
- Call to inquire

**Spiral 16** - <http://www.spiral16.com>  
- Call to inquire

# Social Media Fast-track

## *Next Video...*

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