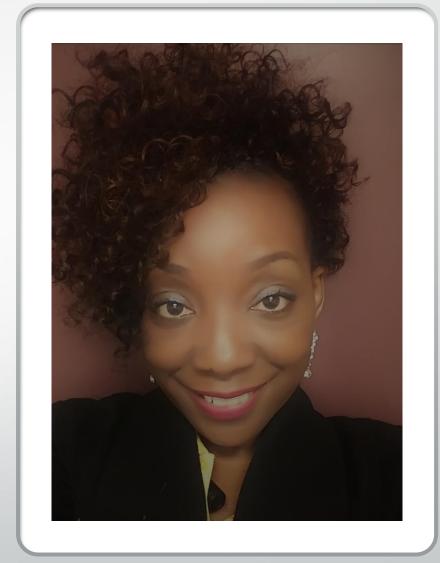
6 Tips to Protecting Your Brand

Michelle Poitier, USN Veteran
E3NF 2017 Solider Award Recipient



Protect Your Personal Brand

- When your business is still starting up, your name will be Googled more than your company's name.
- Personal brand is what you're known for.
- If you're a up-and-coming entrepreneur, your company brand will have a lot in common with your personal brand.





Respond
Promptly...Especially
to Bad Reviews

88% of consumers trust online reviews as much as personal recommendations

Boosts Your Google Ratings ~ reflects consumer and business interaction

Time Doesn't Heal ~ customers don't forget negative experiences, 'perceived' or not.

How to respond samples ~

https://blog.nicejob.co/post/negative~review-response~examples





Misrepresentation of Your Brand

Fraudulent misrepresentation

Negligent misrepresentation

Innocent misrepresentation

Admit errors

Make amends





Manage Online Presence

Кеер

Keep your website and social media platforms up to date

Set

Set social media alerts to monitor your online presence (for example: Google Alerts) #hashtags Pause

Pause before Posting

~ the more emotions...the longer the wait~

~accuracy is essential~





Secure Control of Your Brand Name



SEEK CONTROL OF YOUR BRAND NAME ON OTHER NETWORKS IN ADDITION TO THE MOST POPULAR (I.E. FB, TWITTER, LINKEDIN).



THIS PREVENTS OTHER ENTITIES,
INCLUDING COMPETITORS, FROM USING
YOUR BRAND NAME AND JEOPARDIZING
YOUR ONLINE REPUTATION.



BOOSTS THE MUCH-NEEDED SOCIAL SIGNALS TO YOUR SITE, WHICH CAN BE BENEFICIAL FOR SEO.





Develop a Social Media Policy







Contact Info:

Michelle Angelique Poitier 6999 Merrill Rd Unit 325 Jacksonville, FL 32244 (904) 370.3549

www.michellepoitier.com

Social Media Platforms

http://www/Facebook.com/hwhnfl46

http://www.facebook.com/MichelleSpeakz47

http://www.linkedin/michellepoitier

michellespeakz@gmail.com

(YouTube Channel in signature link)



