

6 Tips to Protecting Your Brand

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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.



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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>



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Misrepresentation of Your Brand

Fraudulent
misrepresentation

Negligent
misrepresentation

Innocent
misrepresentation

Admit errors

Make amends

Manage Online Presence

Keep

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.



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Develop a Social Media Policy

Things that need coverage in your social media policy:

Legal Risks ~ Make sure your social media platforms acknowledges usage rights for posting materials, disclosure procedures, employee disclaimers, and so on

Roles ~ Write guidelines for specific roles, such as branding manager, customer support, content editor, etc.

Brand Vision ~ A good strategy is to create a vision statement that describes who you're catering to, what they need to know and which content type/s they prefer.

Brand Voice ~ To make your brand more recognizable, each post should be written using the same brand voice and tone

Privacy ~ Confidentiality is an important practice that must be observed by your and/or your social media team. Create a list of information that should never be disclosed to the public under **ANY** circumstances



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Social Media Platforms

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