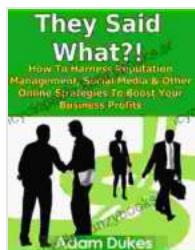


They Said What: How to Harness Reputation Management, Social Media, and Other Online Tools to Protect Your Brand

In today's digital age, your online reputation is everything. A single negative review or social media post can have a devastating impact on your business. That's why it's more important than ever to proactively manage your online reputation.

In *They Said What*, author and reputation management expert Amy Vernon provides a comprehensive guide to protecting your brand online. Vernon covers everything from how to monitor your online reputation to how to deal with negative reviews and social media crises.



They Said What?! How to Harness Reputation Management, Social Media & Other Online Strategies to Boost Your Business Profits by Adam Dukes

★★★★☆ 4.4 out of 5

Language : English
File size : 1022 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Lending : Enabled
Screen Reader : Supported
Print length : 105 pages

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Vernon begins by explaining the importance of online reputation management. She points out that your online reputation can impact your sales, customer loyalty, and even your ability to attract new employees. Vernon then provides a step-by-step guide to developing a reputation management plan.

The next chapter of *They Said What* focuses on monitoring your online reputation. Vernon discusses the different tools and techniques you can use to track what people are saying about your brand online. She also provides tips on how to identify and prioritize negative reviews.

Once you've identified negative reviews, it's important to know how to deal with them. Vernon provides a detailed guide to responding to negative reviews, both online and offline. She also discusses the importance of using social media to apologize for mistakes and build relationships with your customers.

In addition to reputation management, Vernon also covers the importance of social media marketing. She explains how to use social media to build your brand, connect with customers, and promote your products or services. Vernon also provides tips on how to use social media to manage your online reputation.

They Said What is an essential guide for any business owner or marketer who wants to protect their brand online. Vernon's expert advice will help you develop a comprehensive reputation management plan that will protect your business from the damaging effects of negative reviews and social media crises.

Key Features of *They Said What*

- Provides a comprehensive guide to online reputation management
- Covers everything from how to monitor your online reputation to how to deal with negative reviews and social media crises
- Includes step-by-step instructions for developing a reputation management plan
- Discusses the importance of social media marketing and how to use social media to manage your online reputation
- Written by Amy Vernon, an expert in reputation management

Benefits of Reading *They Said What*

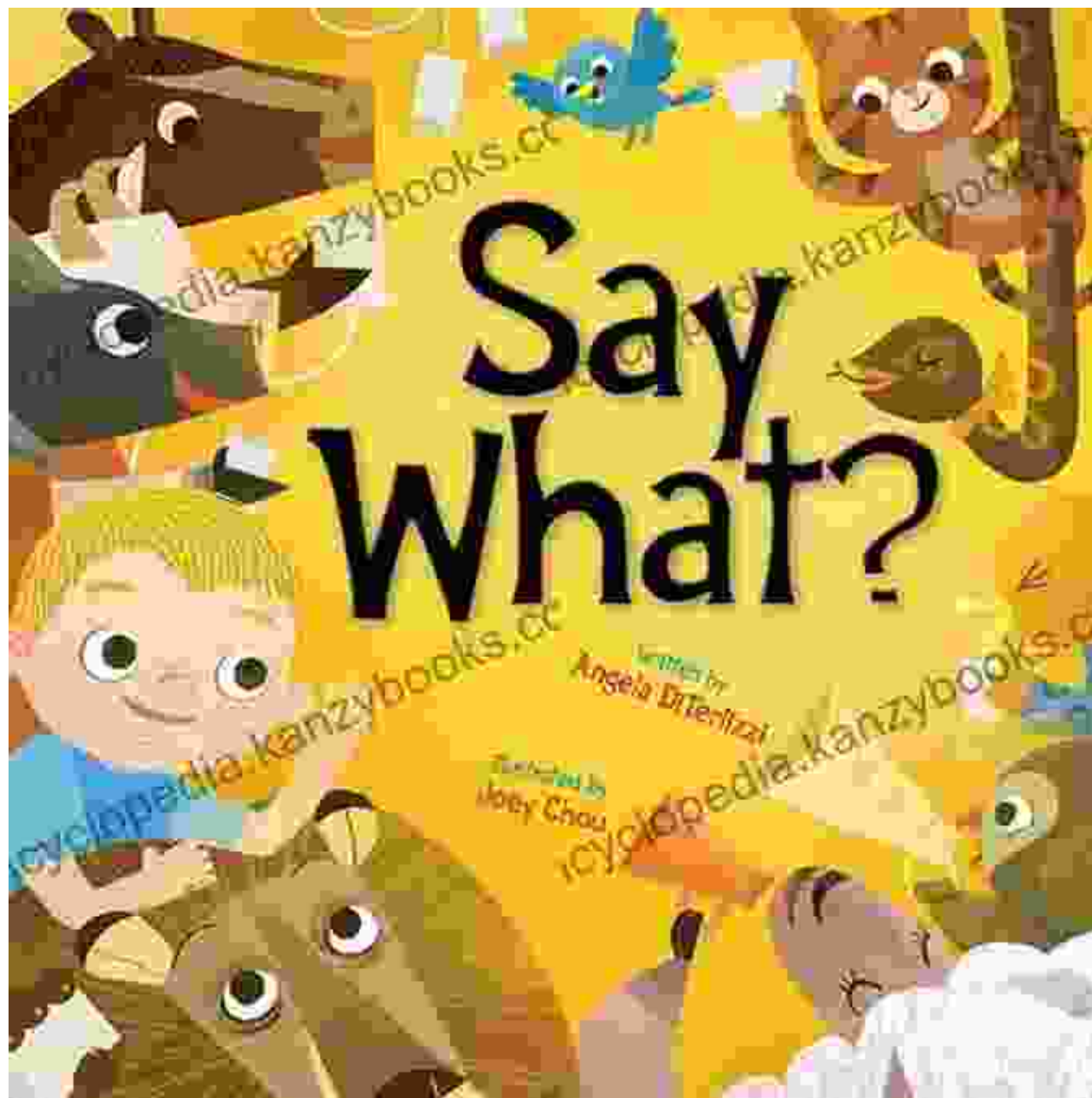
- Learn how to protect your brand online
- Discover how to deal with negative reviews and social media crises
- Develop a comprehensive reputation management plan
- Learn how to use social media to build your brand and manage your online reputation
- Gain insights from an expert in reputation management

Who Should Read *They Said What*

They Said What is a must-read for any business owner or marketer who wants to protect their brand online. This book is also a valuable resource for public relations professionals, social media managers, and anyone else who works in the field of online reputation management.

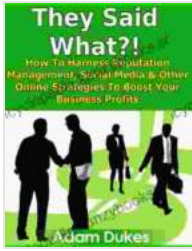
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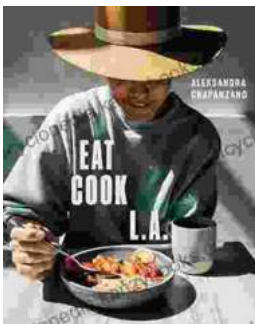


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