



Welcome

The Dark Side of Reputation Management





Questions? Chat with us on twitter!
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TOPICS

What is *DRM*

Beware of black hat firms

How to identify *white hat firms*

IF YOU WANT A GOOD
ONLINE REPUTATION,
YOU HAVE TO BUILD A GOOD
OFFLINE REPUTATION.

Thought #1
What is ORM

ORM

ONLINE REPUTATION MANAGEMENT

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online reputation management



Web definitions

Reputation management is the understanding or influencing of an individual's or business's reputation. It was originally coined as a public relations term, but advancement in computing, the internet and social media made it primarily an issue of search results.

...

http://en.wikipedia.org/wiki/Online_reputation_management

WHY IS IT SO IMPORTANT?

What you do matters!

Thought #2

Beware of black hat firms

SOUND **TOO GOOD**
TO BE TRUE? IT PROBABLY IS.



#1

BLACK HAT HABITS

Very secretive

#2

BLACK HAT HABITS

Extortion

#3

BLACK HAT HABITS

Astroturfing

#4

BLACK HAT HABITS

low cost

Thought #3

How to identify white hat firms

~~PROBLEM~~

OPPORTUNITY

Homework:



OR...

hire an expert to advise you

TAKEAWAYS

Online Reputation Management

Black hat *habits*

How to find a white hat *support*



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- Ratings & Reviews
 - Resident Surveys
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 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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rentersvoice.com

epmsonline.com

Upcoming Webinar



Marketing to and communicating
with different generations

Thursday, Jan 23

1:00 PM – 1:30 PM CDT

Register at epmsonline.com