

## Press Release

# B2WIN: MANAGING BRANDS' ONLINE REPUTATIONS

Brussels, 27 June 2008 — B2Win ([www.b2win.be](http://www.b2win.be)), an independent Press Relations (PR) agency, has just launched an Online Reputation Management service (ORM - <http://onlinereputationmanagement.wordpress.com/>). Centred on the online monitoring and protection of client companies' reputations, the service's originality lies in the firmly innovative approach it offers to marketers in this field.

Regardless of which ORM solution best suits the specific needs of a business, B2Win can take charge of the 3 e-Reputation phases: the monitoring of the buzz; the analysis of the results; and the actions aimed at stimulating the client's Web presence or influencing users' perceptions.

Because you can no longer afford to overlook one key fact: while a large majority of consumers still buy offline, they nevertheless connect to the Internet to carry out research, read test results and consult the opinions of other users. And due to the growing number of web 2.0 applications (like blogs, wikis, RSS streams, forums, social networking sites, etc.) whereby information can be rapidly posted on the Net, indexed by search engines and picked up on by the traditional media, it is a phenomenon that's rapidly gathering momentum. It's essential therefore that company bosses listen actively to what's circulating online.

*"For over a decade now, I've been managing the reputation of companies in the media and, these days, there's no denying that the world of the media and the Internet are becoming significantly intertwined,"* explains Valérie Léonard, B2Win's Managing Director and PR Consultant. *"The creation of our ORM service is consequently a logical step for an agency such as B2Win, especially as we've historically specialised in the IT and Internet sector."*

## The aim of Online Reputation Management

The main objective of Online Reputation Management is threefold:

1. **To measure the buzz** on the Net following an online or offline marketing / communication campaign. This comes down to measuring the volume of Internet links where the key words are mentioned over a given period.
2. **To identify opportunities for communication**, or even for new products. By analysing the content of these online "noises", it's possible to discover what's creating a reaction among consumers. A targeted communication on the subject concerned or a new product incorporating the functionality so sought after by web surfers is thus guaranteed to attract a certain amount of attention.
3. **To prevent or manage a crisis.**  
The act of 'monitoring' the buzz creates opportunities for actions designed to resolve

problems (connected with negative criticism) or manage rumours, 2 events that can unfavourably affect the image and reputation of businesses.

ORM can also have other applications like, for example, legal monitoring in order to detect attacks on a brand (hijacking of advertising slogans or logos, denigration of products or services, undermining of directors, parodies of brands, domain name spoofing, etc.).

## Online Reputation Management: the B2Win approach

Courtesy of B2Win's Online Reputation Management service, the client company's image is protected and managed, in observation of the following 3 stages:



**Monitoring** — With the advent of Web 2.0 (blogs, forums, social networks, podcasts, etc.), publishing information has never been easier. Given the extent and complexity of the Internet, combined with the speed with which news spreads across it, it is therefore appropriate to use technical solutions incorporating automated electronic monitoring. These systems require precise and regularly adapted configuration along with day-to-day manual monitoring.

The aim of this key stage is both the measurement of the buzz and also the proactive monitoring of online conversations and the amount of space occupied in search results.

**Analysis** — Based on the volume of discussion (buzz), manual analysis remains necessary to establish any link with the online or offline campaigns or to list and distinguish between positive and negative sites. Lastly, it's important to assign them an importance indicator, on the basis of their position in the search engine, their ranking, the nature of the link (blog, forum, etc.), etc.

During the course of this analysis phase, the discovery of opportunities in terms of improvements to products or new subjects for communication can also arise.

**Actions** — To protect the brand and influence consumer perception, it is necessary to call upon the services of experts from several different fields: Marketing, Media Relations, Search Engine Marketing and Legal.

**About B2Win** – [www.b2win.be](http://www.b2win.be) or <http://onlinereputationmanagement.wordpress.com/>

Founded in 2004 by Valérie Léonard, B2Win is an independent agency specialising in Press Relations (PR). Active on the Benelux market, B2Win benefits from a solid reputation among journalists and a stable client portfolio.

The agency offers the full gamut of PR services (strategy, media communication plans, press releases, interviews, press conferences, etc.), which are deployed in unison to strengthen the image of client companies.

