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The reputation management definition can be separated into three different categories. Obviously, it is managing the reputation of a company, but it can be for a company of any size, whether it is a larger company who wants to self-promote, or a just-established company which wants to get its name out there. With the help of Brick Marketing, you can use any of these types of reputation management:

â€¢ Building â€“ This type has to do with building the reputation for a business that is just getting started. It includes building a good reputation to maintaining it for your business.

â€¢ Maintenance â€“ It meant to just keep a companyâ€™s good image superior in the public eye is called maintenance. This is meant for companies that are already established, and have a good reputation already.

â€¢ Recovery â€“ If your business has gotten a bad reputation for any reason, then the recovery portion of it is for you. Brick Marketing works to hide the bad reputation with good marketing and self-promotion.

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The main function of the public relation is that it has to deal with the relationship that further provides the exposure to the personality where they have to interact with their audience by utilizing the current topics related to the news article and public interest that further work as third party approval and do not direct payment. Their action contains working with media, crisis communication, speaking at conference, social media engagement and employee communication. The relation among the public is that concept whose key function is to sustain a public image for high profile such as politicians, professional diplomats, celebrities, and personalities from other business organization or non-profit organization.

Online Reputation Management is a very labor intensive process. Any approach that is subtle and yet effective will take time, at least three months, before any progress is really seen. This includes many different strategies, which include social media such as:

â€¢ Blogging â€“ Blogs that are updated every day

â€¢ Directory listings â€“ Listing a website in directories using optimized keywords

â€¢ Direct reviews â€“ Hiring someone to write good reviews of the company on websites

â€¢ Online publicity â€“ Syndicated article writing, links, and banners

â€¢ Social networking â€“ Posting pages on MySpace.com and Face book.

Every plan should define , but it should also be unique to your business. What works for one company may not work for a different one, so be sure to keep your mind open, and accept that with a customized plan of attack, your reputation management will take some time to come to fruition.

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