

TOYOTA

# How To GROW AND MANAGE YOUR ONLINE REPUTATION

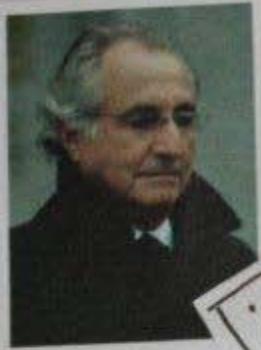


ROB SCOTT



Google™





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R E P U T A T I O N



# BRAND

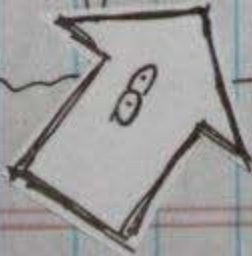
MARKETS

CLIENTS

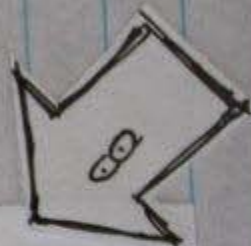
REPUTATION

CONTENT

CULTURE



# THE REPUTATION EQUATION



$$\text{REPUTATION} = \# \text{ OF PEOPLE} \times \text{CREDIBILITY} \times \text{REACH}$$

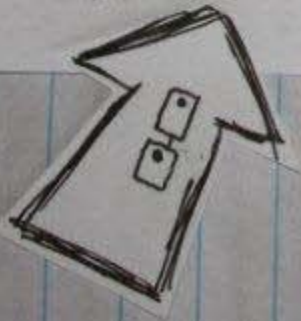


OFFLINE

# THE REPUTATION EQUATION

REPUTATION = # OF PEOPLE  $\times$  CREDIBILITY  $\times$  REACH

OFFLINE = RELATIVELY FEW  $\times$  GENERALLY HIGHER  $\times$  LIMITED



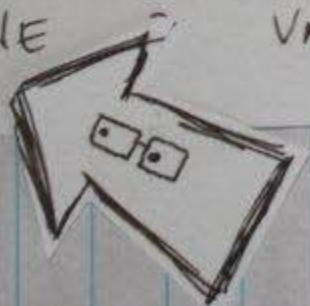
ONLINE

# THE REPUTATION EQUATION

REPUTATION = # OF PEOPLE x CREDIBILITY x REACH

OFFLINE = RELATIVELY FEW x GENERALLY HIGHER x LIMITED

ONLINE = VARIABLE x GENERALLY LOWER x UNLIMITED





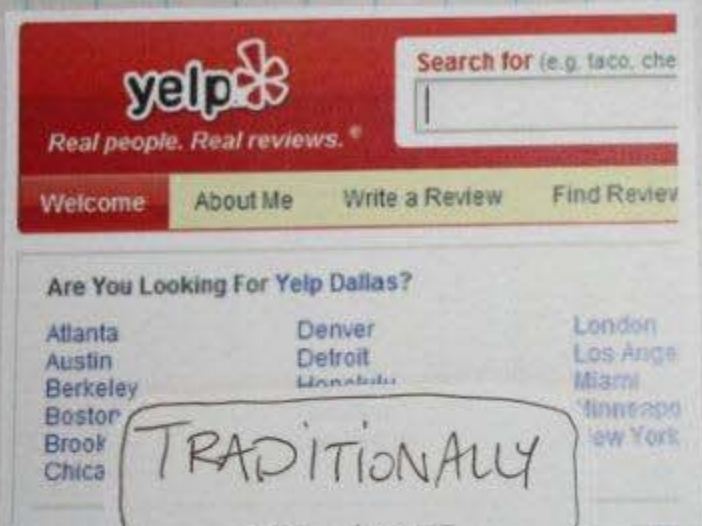
ONLINE OR OFFLINE ONLY

OFFLINE

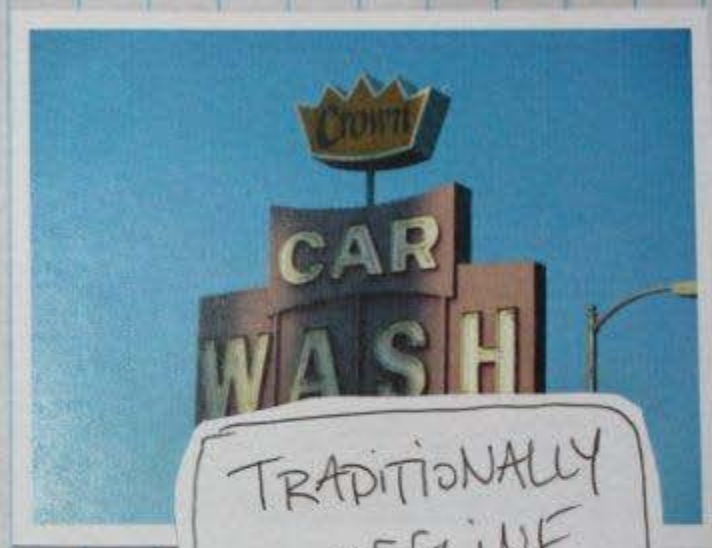
ONLINE



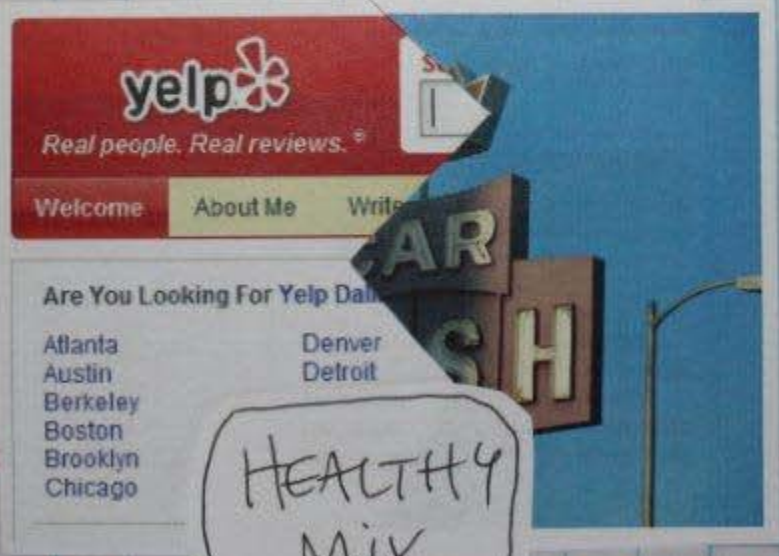
WORK IN TANDEM



TRADITIONALLY  
ONLINE



TRADITIONALLY  
OFFLINE



HEALTHY  
MIX





GREAT  
WORK



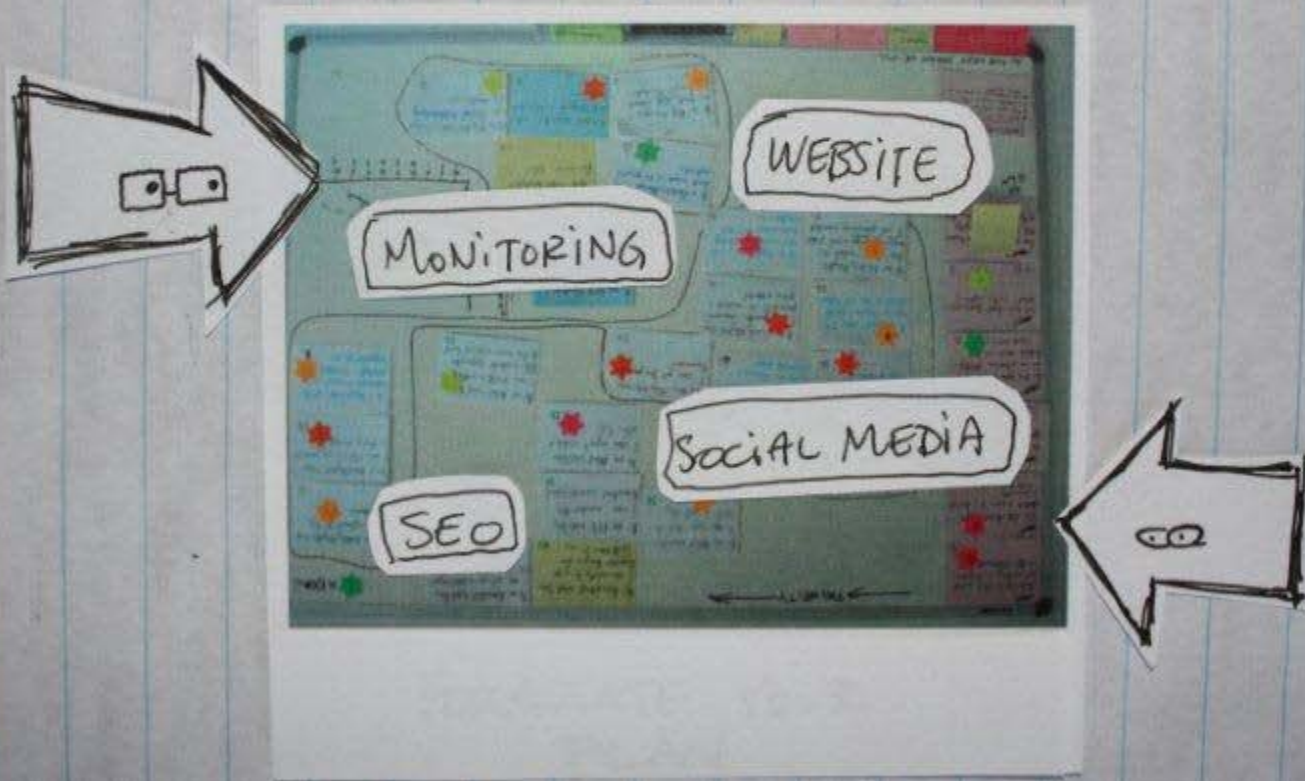
HAPPY  
CULTURE



GIVING  
BACK

Build A Positive Reputation!

# FORMULATE YOUR PLAN



# WEBSITE LOOK AND FEEL

Store Mac iPod iPhone iPad iTunes Support

## iPad is here.

SLEEK



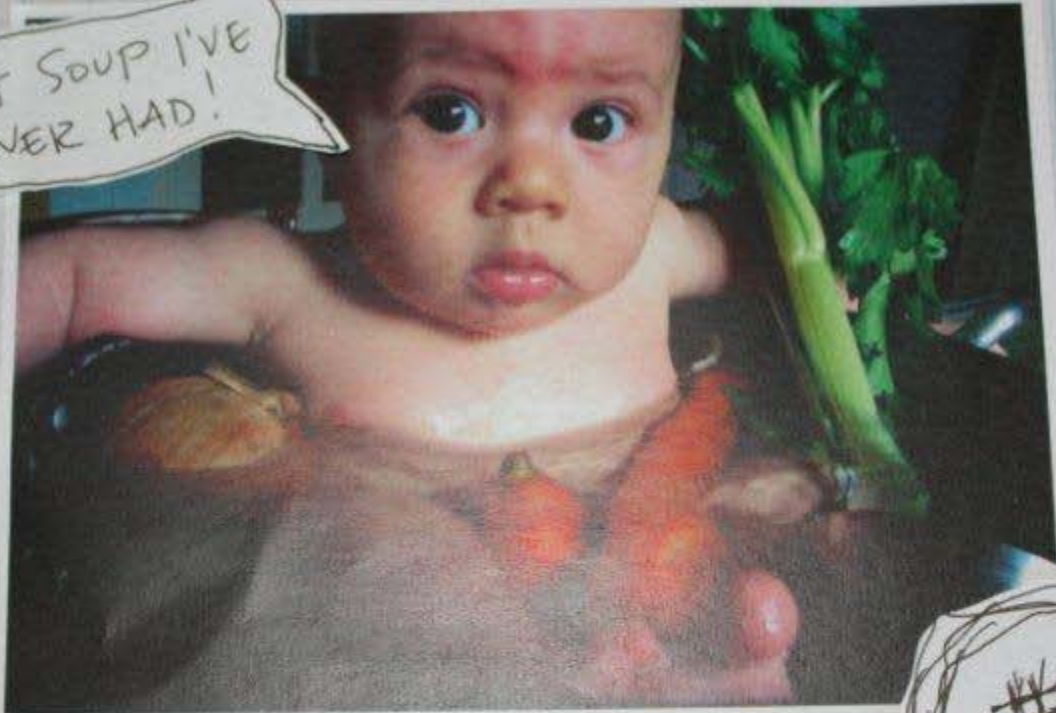
SIMPLE

MODERN

MOM SAYS, "FIRST IMPRESSIONS ARE THE MOST IMPORTANT"

3<sup>RD</sup> PARTY ENDORSEMENTS

BEST SOUP I'VE EVER HAD!



# SOCIAL MEDIA - IT ACTUALLY DOES STUFF

TOP 4  
(ARGUABLY)  
NON-MEDIA  
CORPORATE  
TWITTERERS\*



26



62



69





56



SOURCE: TWITTERALIC.COM

# USER GENERATED V. MARKETING

The screenshot shows the top of the Yelp website. On the left is the Yelp logo with the tagline "Real people. Real reviews." Below it are navigation links: "Welcome", "About Me", "Write a Review", and "Find Reviews". On the right is a search bar with the placeholder text "Search for (e.g. taco, che)". Below the navigation is a section titled "Are You Looking For Yelp Dallas?" with a grid of city names: Atlanta, Austin, Berkeley, Boston, Brooklyn, Chicago, Denver, Detroit, Honolulu, Houston, Las Vegas, London, Los Angeles, Miami, Minneapolis, and New York.

When a camera puts a smile on your face moment you hold it,  w great you'll feel when you see your first pictures! The PowerShot SD1200 is Digital ELPH has everyt exuberant color, the  Canon's famed and the innovative makes you to a whole new level of picture-taking accomplishment.

## Reviews

Summary - Based on 291 reviews

GOOGLE REVIEWS



- "Great camera . super good pics."
- "For the money this SLR is great."
- "New to DSLR, this works great right out of the box."
- "The D3000 has a software problem."
- "I like the size and ease of use."
- "This camera takes excellent photos."

The screenshot shows a CNET review section. It features "CNET editors' rating" with a 4.5-star icon and the text "Very good Detailed editors' rating". Below that is "Average user rating" with a 4.5-star icon and the text "out of 7 reviews See all user reviews". At the bottom is a red "WRITE REVIEW" button.

CNET

WHERE DO YOU GO FOR INFO?



SOME GOOD

SOME BAD

4GC

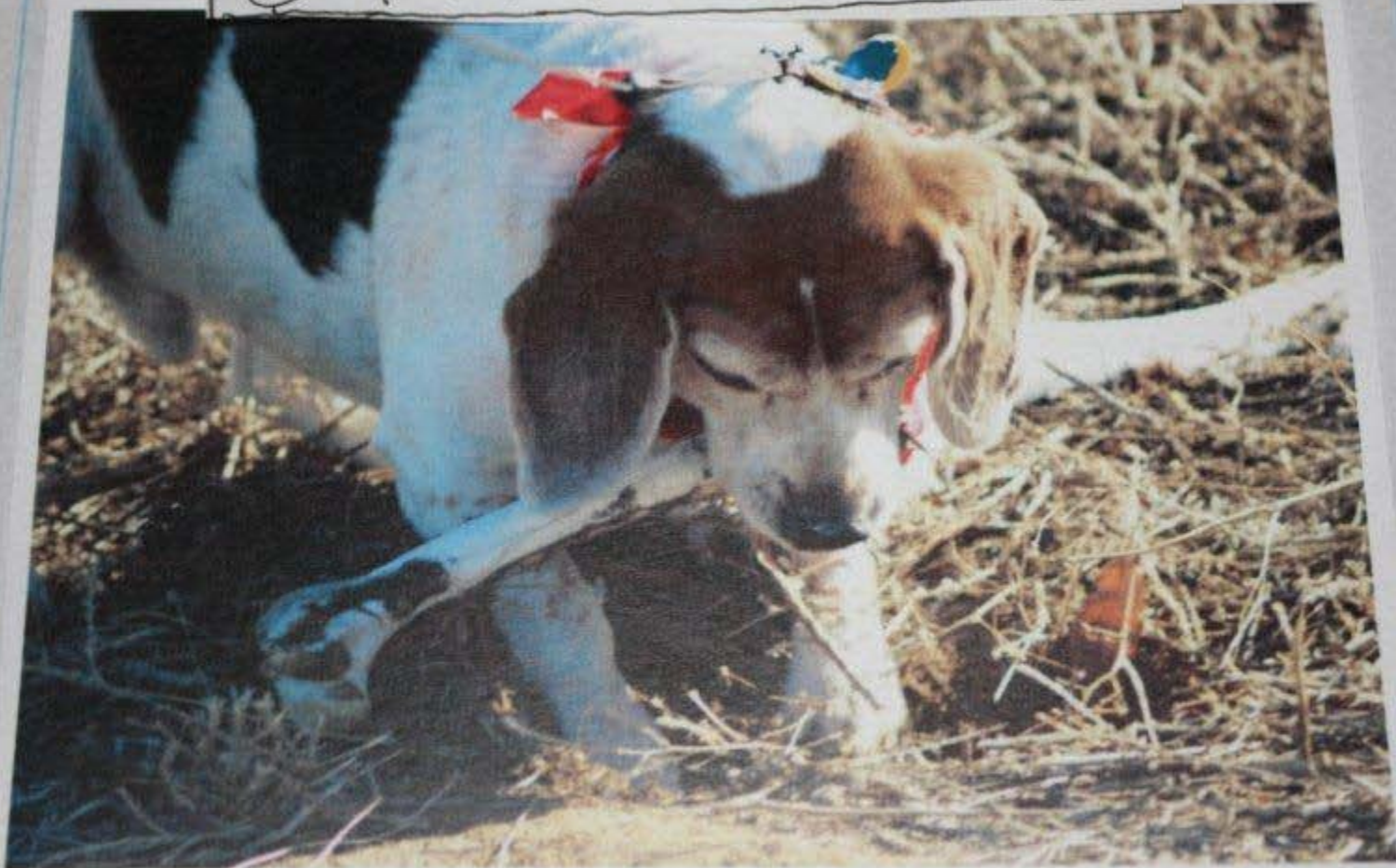
# ① STAY OUT OF THE CONVERSATION



MOM SAYS "TAKE THE HIGH ROAD!"



② BURY THE NEGATIVE



③ CONSIDER LEGAL ACTION

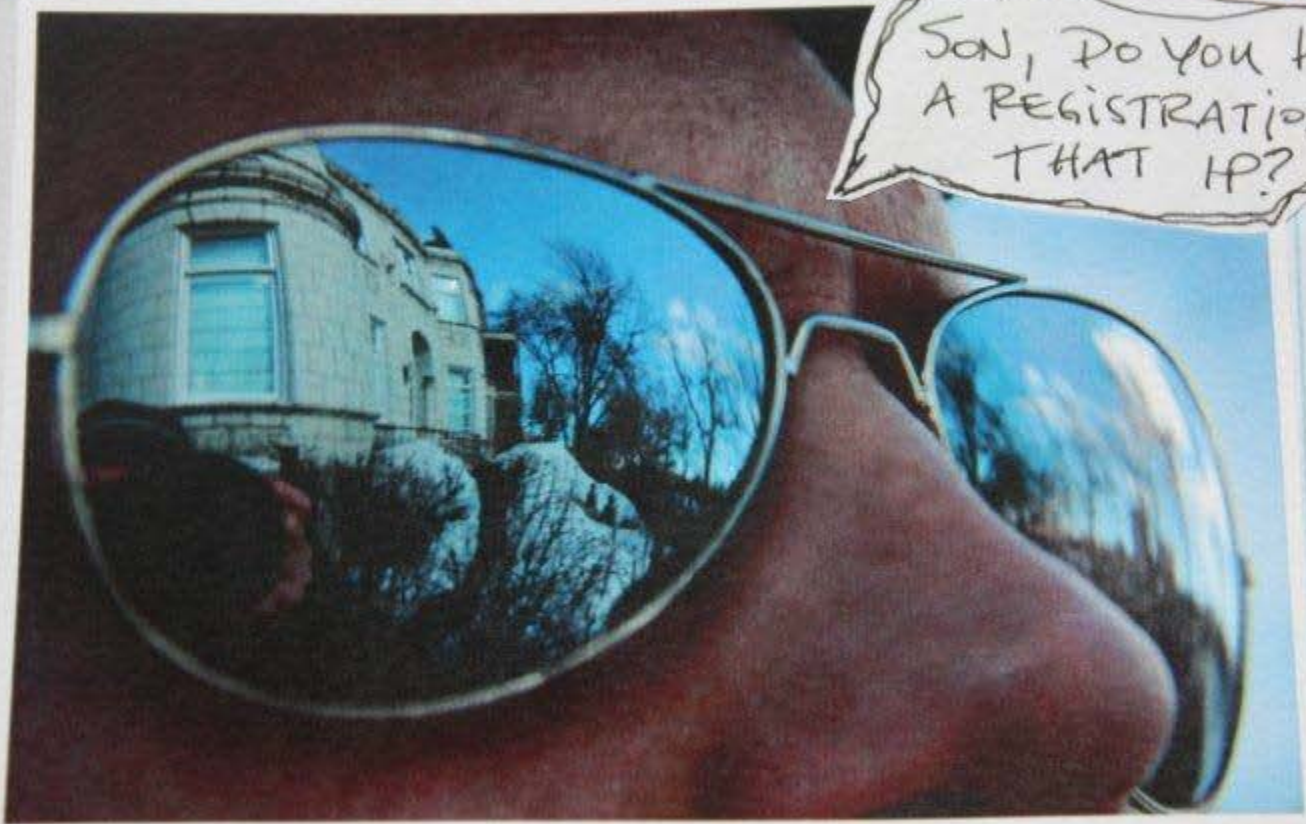
ACCEPTABLE  
USE POLICY



DMCA  
TAKEDOWN

PROTECT YOUR STUFF!

SON, DO YOU HAVE  
A REGISTRATION ON  
THAT IP?



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