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Hey there!

If you're an informed marketer, then you already know that the modern customer thrives on information. That's why reputation management is one of the hottest topics - every respected marketer is doing (in one way or another) reputation online management

There are a lot of misconceptions about online reputation management. Some people think it's just social media monitoring, while others believe it has something to do with public relations, and still others literally have no idea how it can impact business and sales.

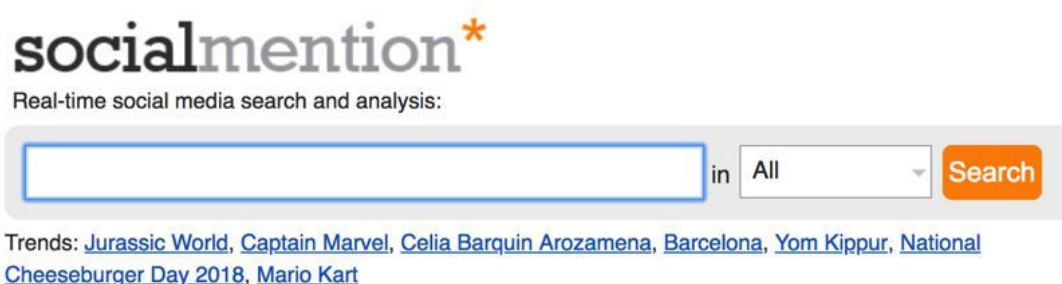
Reputation management refers to the influencing and controlling of an individual's or group's reputation.

Whether you're a local marketing consultant or a business owner that wants to work on their reputation management game, you need to ensure that you're monitoring & controlling every review ground possible.

To make the whole process of mastering **Reputation Management** as easy as possible, we have compiled a list with 10 of the best FREE tools that are complementary to [Reviewify360](#).

This list will prove useful regardless if you manage a B2B or B2C type of business.

1. Social Mention



URL: <http://socialmention.com/>

Description: Social Mention is a social media search and analysis platform that aggregates user-generated content from across the universe into a single stream of information.

It monitors more than 80 social media sites, including Facebook, Twitter, and YouTube. The results also display information that helps you improve, measure, and monitor your brand's reputation such as:

- **Strength:** The likelihood that your brand is discussed on social media.
- **Sentiments:** The scale of positive comments to negative comments.
- **Passion:** The probability that people talking about your brand will do so repeatedly.
- **Reach:** The number of unique authors who write about or mention your brand.

2. SimilarWeb

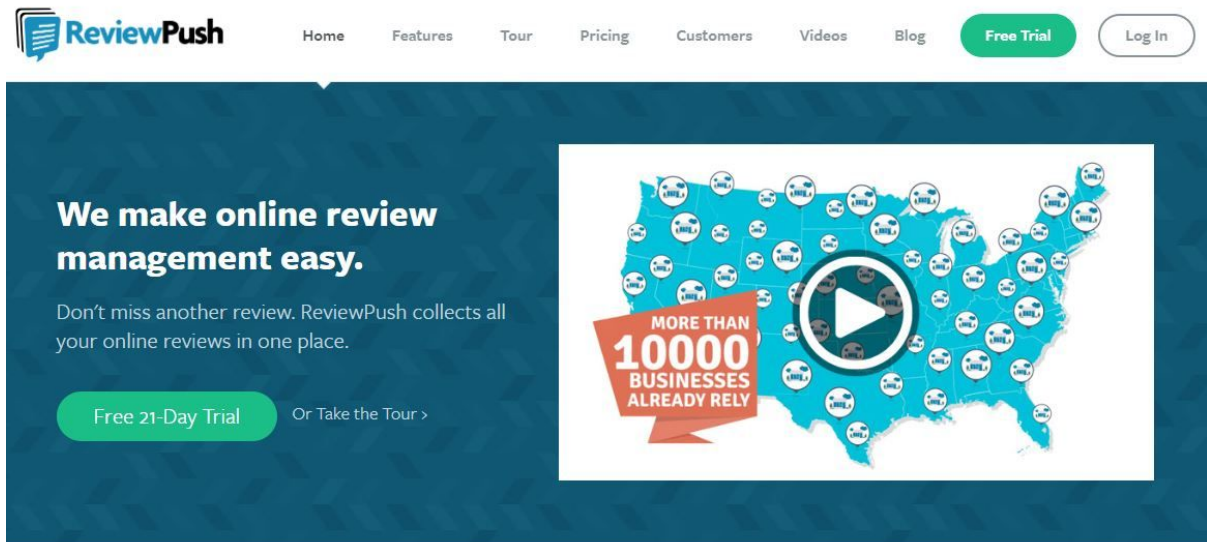


URL: <https://www.similarweb.com/>

Description: SimilarWeb provides a complete analysis of any website or app. It provides you with information about your competitors' sites but it also gives you an abundance of insights about your site.

Using this tool, you can easily compare your website with your competitors. It shows you insights into your industry, and these provide an indication of how well your brand is respected within your niche.

3. Review Push



URL: <https://www.reviewpush.com/>

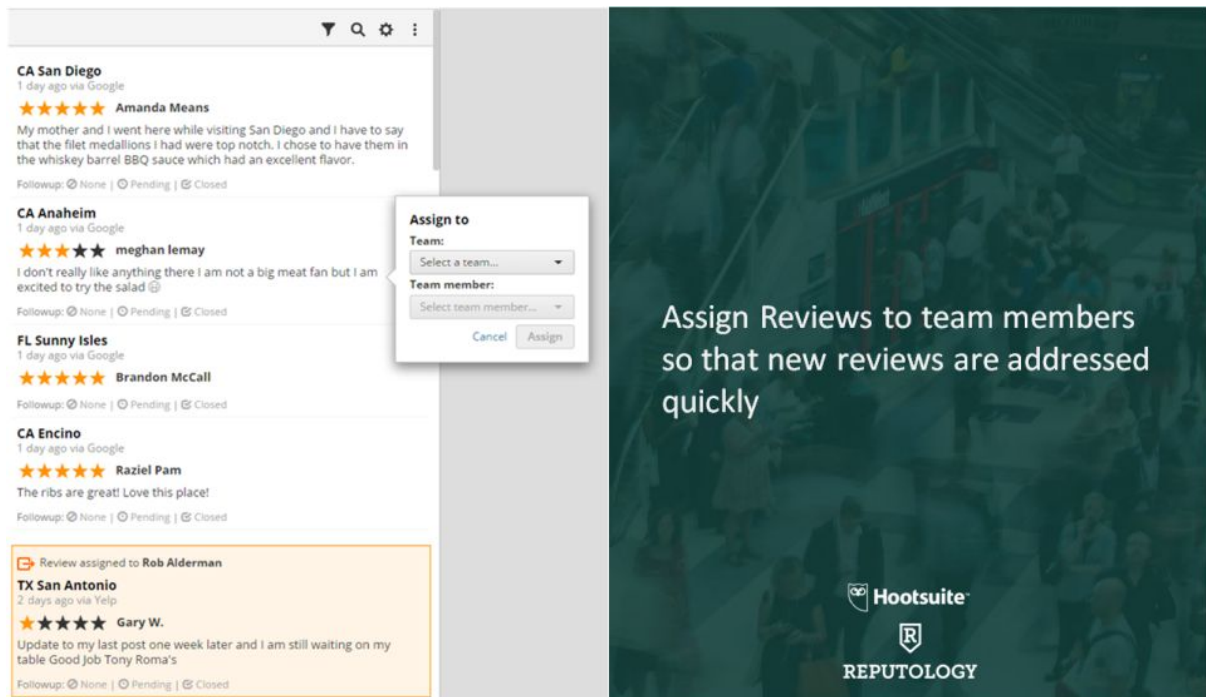
Description: Review Push is a online review management software that helps businesses with multiple locations to monitor social media and popular review sites (e.g., Facebook, Yelp, Google, Yellowpages, Foursquare).

Whenever your business receives a new review, Review Push notifies you via email. The email gives you the option to respond to your online reviews.

You can use this software to collect all your online reviews in one place, It also offers multi-site monitoring and unlimited locations. This makes it useful for firms with branches in different areas.

Also useful for multi-site businesses is the ability to compare how your stores rank against each other.

4. Reputology



The screenshot displays the Reputology interface. On the left, a list of reviews is shown for various locations: CA San Diego, CA Anaheim, FL Sunny Isles, CA Encino, and TX San Antonio. Each review includes a star rating, the reviewer's name, the review text, and follow-up status (None, Pending, or Closed). An 'Assign to' modal is open over the reviews, allowing users to select a team and a team member to assign the review to. On the right, a dark green banner with a crowd of people in the background contains the text: 'Assign Reviews to team members so that new reviews are addressed quickly'. The Hootsuite and Reputology logos are visible in the bottom right corner of the banner.

URL: <https://www.reputology.com/>

Description: is a review monitoring and management platform that helps businesses monitor, respond to, and analyze online reviews.

You can track reviews written about your locations, products, and services. It also provides the tools to help you track how your team has followed up on and responded to reviews. It is a tool which allows you to find reviews of your business and then respond in an appropriate way to any negative sentiment you find.

This is especially useful for businesses that rely on online reviews on Yelp, TripAdvisor, Facebook, and other major review sites. Reputology is location specific, which is particularly important for firms who sell to a local market.

You can use Reputology to track reviews written about your locations, products, and services. Also, it provides semantic analysis to convert the unstructured content from reviews into actionable data.

Reputology even gives you a decision tree to help guide you through the common scenarios for handling a negative review.

5. Google Alerts



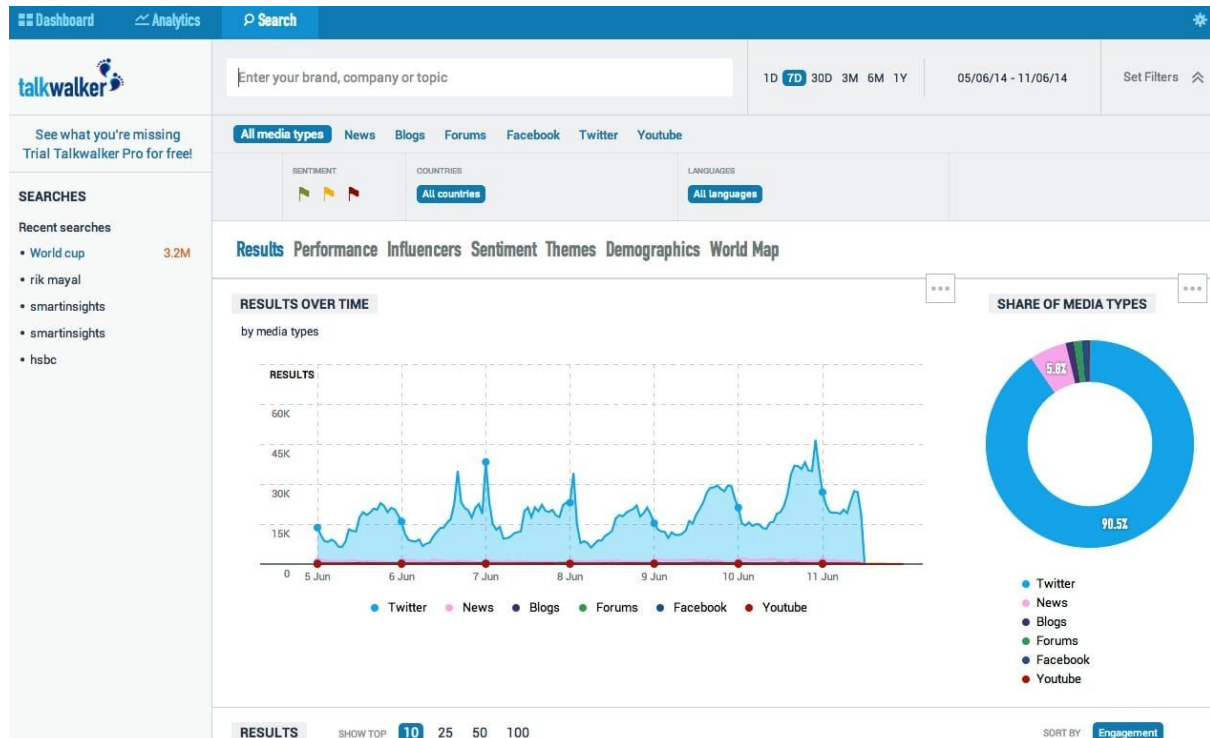
URL Link: <https://www.google.com/alerts>

Description: Simply enter your company name the same way you'd enter terms in your niche you want to get alerts for.

You'll get email notifications of your mentions via Google's database, based on your preferences: as they happen, at least once a day, and at most once a week. Also, you can set up a Google Alert for your name (either your personal name or your business).

Google will alert you with an email when it picks up a new mention of your name. This will make it easier for you to take action, should it not be complimentary.

6. Talkwalker



URL Link: <https://www.talkwalker.com/>

Description: Talkwalker lets you monitor sentiments towards your brand over a 7-day period using their free social search tool. It calculates sentiment based on posts, tweets, and articles that are driving different social signals about your brand.

The search covers over 150 million websites and all social networks, so you get a unique view of your brand's reputation from various parts of the web. There is no limit to the number of searches that you can conduct, so it is easy to monitor your ORM in real-time.

Talkwalker Alerts is another online review management software to watch your brand online. This allows you to track and notify when your brand is mentioned through different keywords. However, if you do not want to set this up and pay for it, you can always set up alerts manually through Google Alerts.

7. Reputation.com



URL: <https://www.reputation.com/>

Description: Reputation.com is an Online Reputation Management (ORM) tool, designed more for large businesses and enterprises. They help large enterprises monitor, manage, and maximize their online reputation through a comprehensive suite of solutions.

Their services include:

- Online reviews – soliciting feedback from local customers
- Surveys – collecting in-depth customer feedback
- Social suite – allows firms to engage with their community, building their reputation and motivating purchase decisions
- Business listing – helping enterprises optimize their listing, making it easier for customers to find them
- Making sense of data collected, identify emerging issues, strengths, and weaknesses, and making targeted operational improvements that drive positive reviews

8. SentiOne



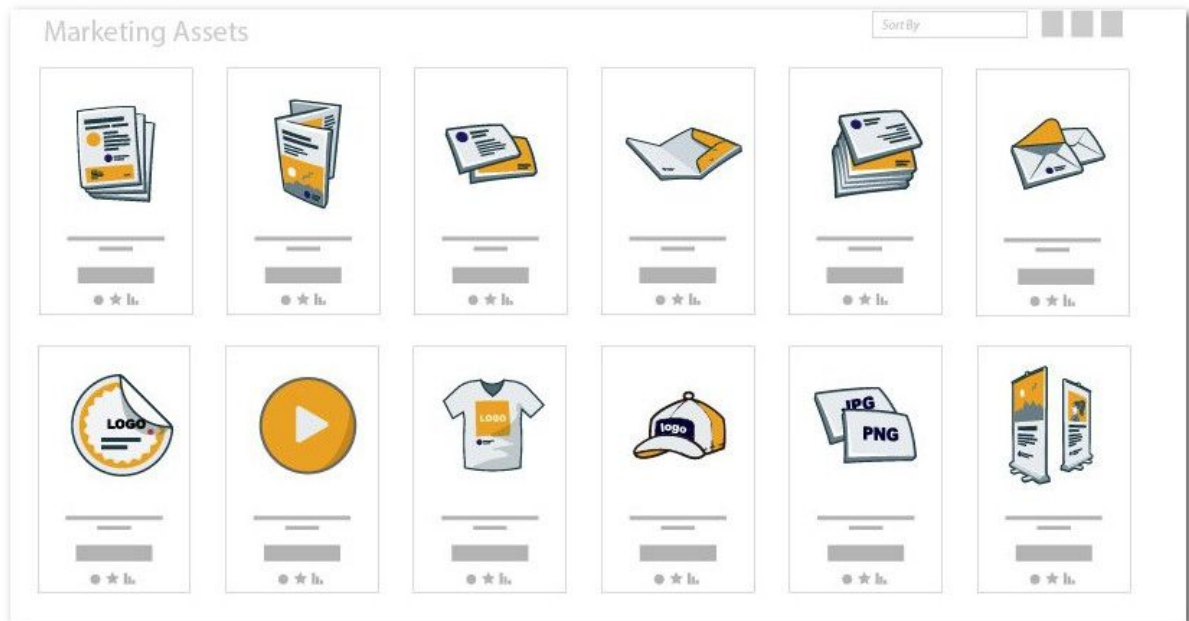
URL Link: <https://sentione.com/>

Description: SentiOne helps you to pay attention to what your customers or others generally are saying about your brand. With SentiOne, you'll get access to not just real-time data but historical data too (what people may have said about your brand in the past).

You can track mentions of your brand, social profiles, or other keywords. If you feel you'll experience information overload, since SentiOne scours thousands of web sources to find mentions of your brand, you can easily filter the number of keywords you're tracking.

Plus, you can filter results into positive or negative mentions, where the latter can help you act quickly to avert crisis where necessary.

9. Social Throb



URL Link: <http://www.socialthrob.com/>

Description: Social Throb helps companies to do a Local & Global Analysis of national & international products on how they are being reviewed in other Markets.

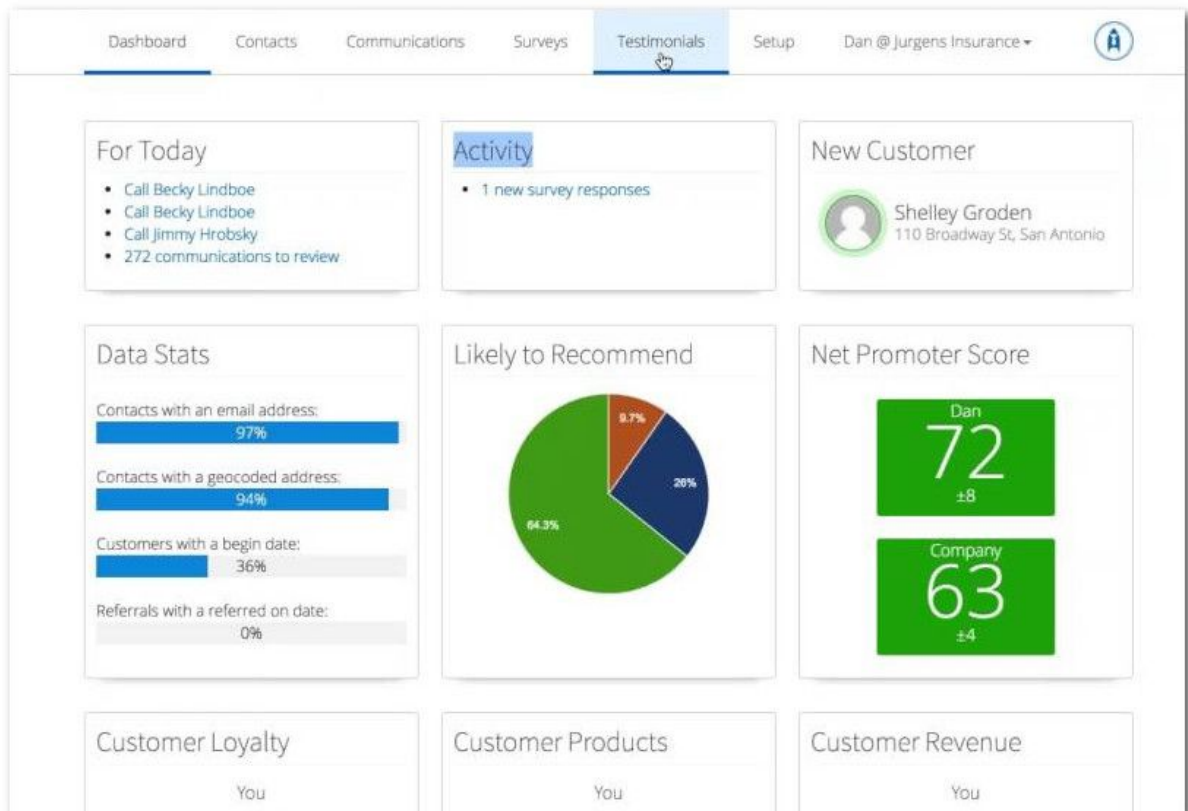
Social Throb uses Natural Language Processing to classify customer feedback about a Product or a brand into Positive, Negative & Neutral.

Among the Social Media Reputation Management or Online Reputation Management Companies, Social Throb is the only Online Review Monitoring tool which provides Multilingual Sentiment Analysis.

Reveal what people are saying about your Brand. It analyses on Real Time and gathers information from across the Social Networks, World Wide Web and also showcases the influencers right from positive to negative.

Social Throb also helps companies to do a Local & Global Analysis of national & international products on how they are being reviewed in other Markets.

10. Rocket Referrals



URL Link: <https://www.rocketreferrals.com/>

Description: This tool analyzes the existing clientele of an organization and establishing individual profiles for every contact. Each profile stems from a customers loyalty to the organization that it measures over time.

Purpose-driven and personalized communication extend to the company's clientele to encourage positive behavior. That communication stretches across online review sites, social media, handwritten cards, and email.

What makes this platform different is that it is not a universal technique. It is an optimized answer to research, the leading practices preconfigured, and psychology. A free version is available for RocketReferrals.

Stay Tuned

That's it for now.

But make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.

