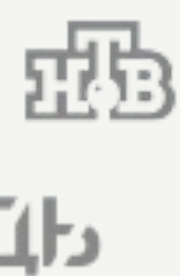# WHO ARE WE?

Reputation House is an Internet agency with headquarters in Moscow and a development and engineering implementation office in the science town of Dubna. At the end of 2016, the Company's staff size was over 80 employees.

The main areas of the Company's activities are comprehensive Internet marketing, reputation management, political PR, SEO, SMM, development, and promotion.

Testimonials:

Forbes

НТВ

Сноб.

(•) Москва 24

1

ДОЖДЬ

газета.ru

РОССИЯ 1

Our partners:

BORK

CarPrice

Melvita

SELA

Media Markt

COMPREHENSIVE APPROACH

A company with many years of experience in reputation management

Successful experience in working with major brands

Providing a full report to the Customer

Since 2008, we have specialized in Internet projects

Development and implementation of a marketing strategy

SEO audit and website promotion

An individual comprehensive approach to work on a brand

Using the best monitoring technologies
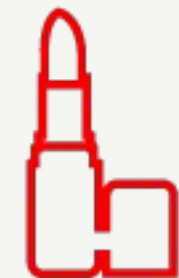
A team of professionals

STRUCTURE OF WORKING WITH A CUSTOMER

CONSULTATION

SIGNING A CONTRACT

CREATING A CAMPAIGN

LAUNCHING THE PROMOTION

LAUNCHING A PROJECT IN 2 TO 3 DAYS

WE ARE WORKING WITH THE FOLLOWING BUSINESS SEGMENTS

Healthcare

Beauty parlors

Banks

State authorities

Auto industry

Education

FMCG

Personal reputation

Shopping centers

Real estate

HORECA

Online stores

Tour operators and travel agencies

Industrial enterprises

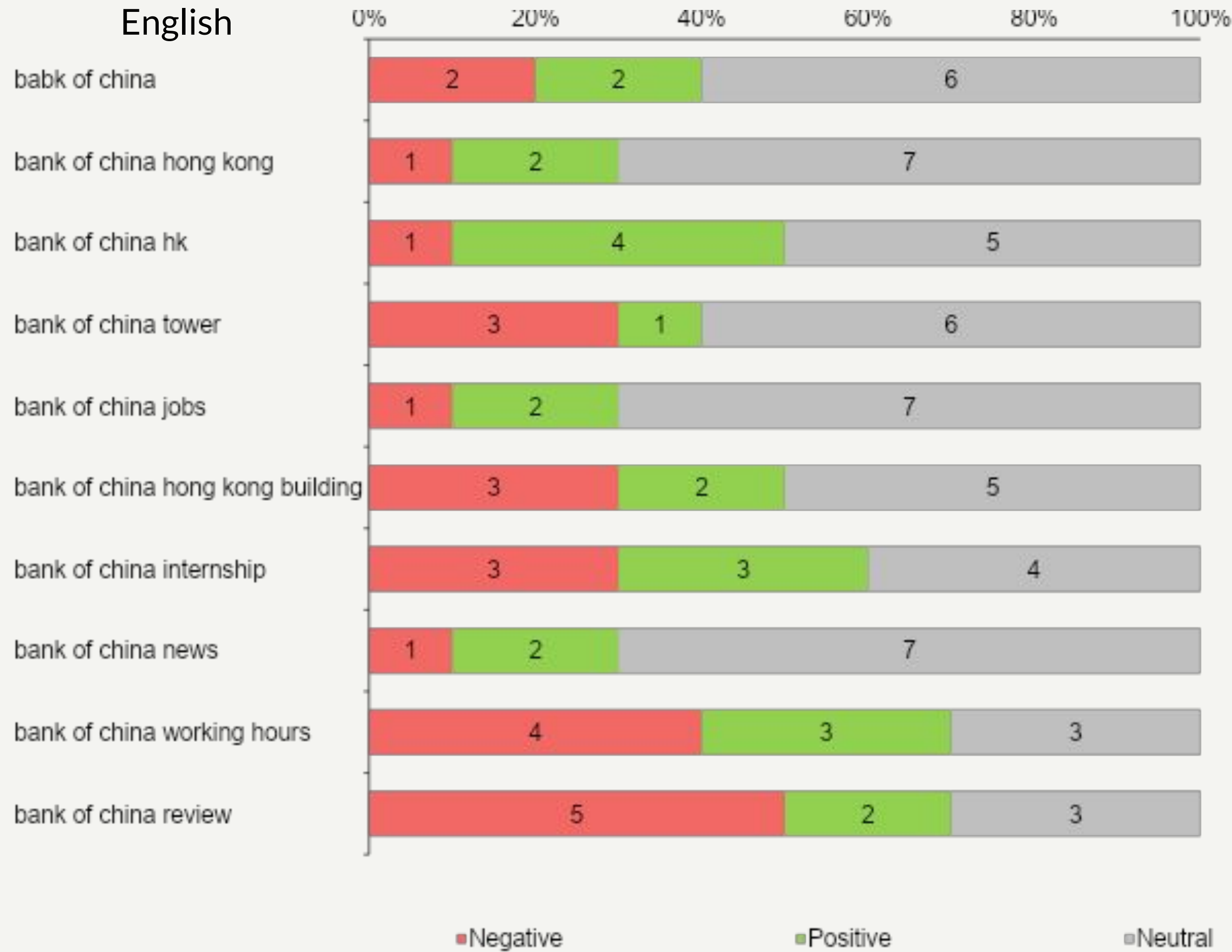REPUTATION HOUSE We are success

BANK OF CHINA
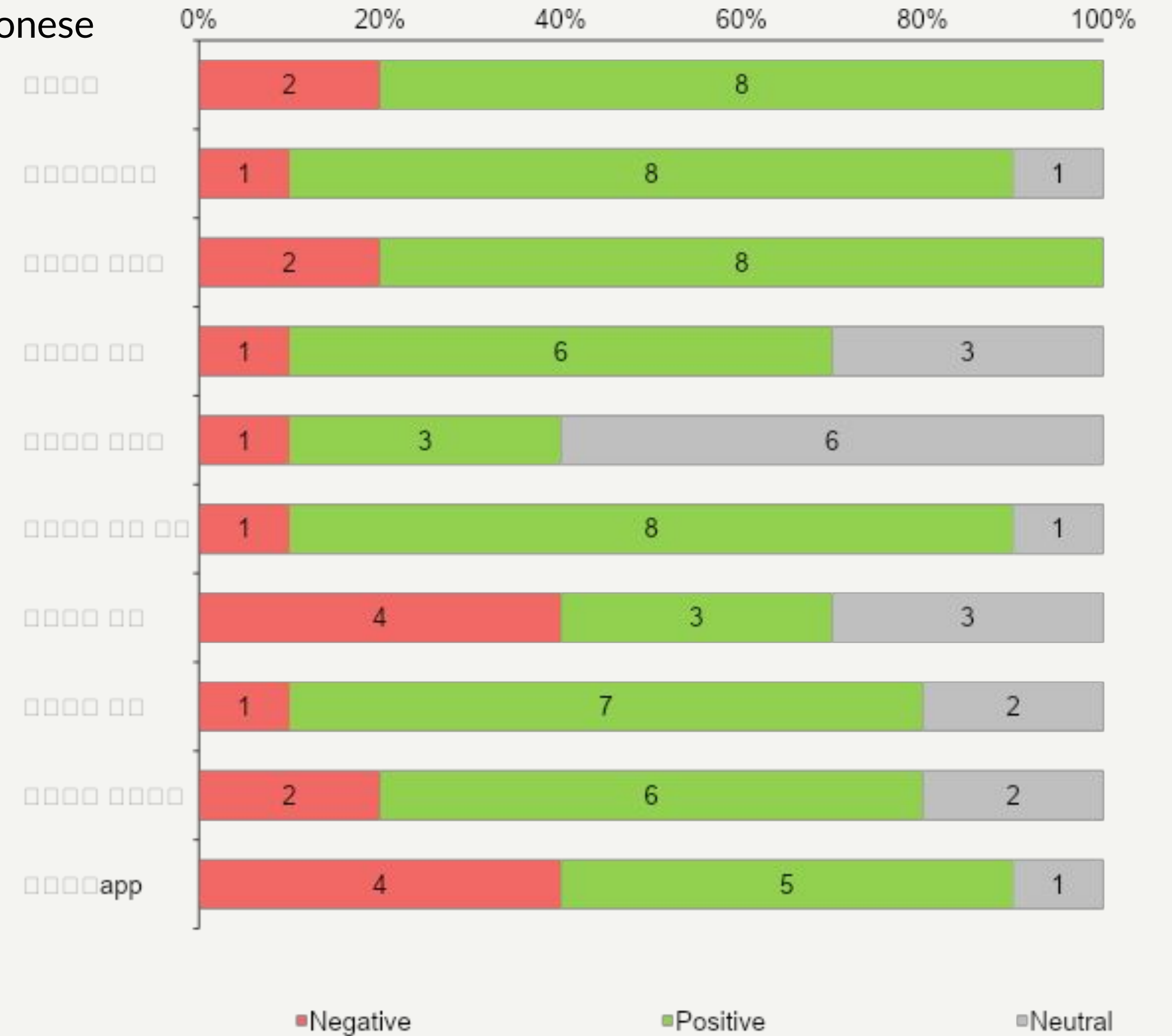
Analysis of the current situation

КОМПЛЕКСНОЕ УПРАВЛЕНИЕ РЕПУТАЦИЕЙ. CROCUS GROUP. VEGAS

TONALITY

The current ratio of tonality in Google search engine by queries in English

The current ratio of tonality in Google search engine by queries in Cantonese
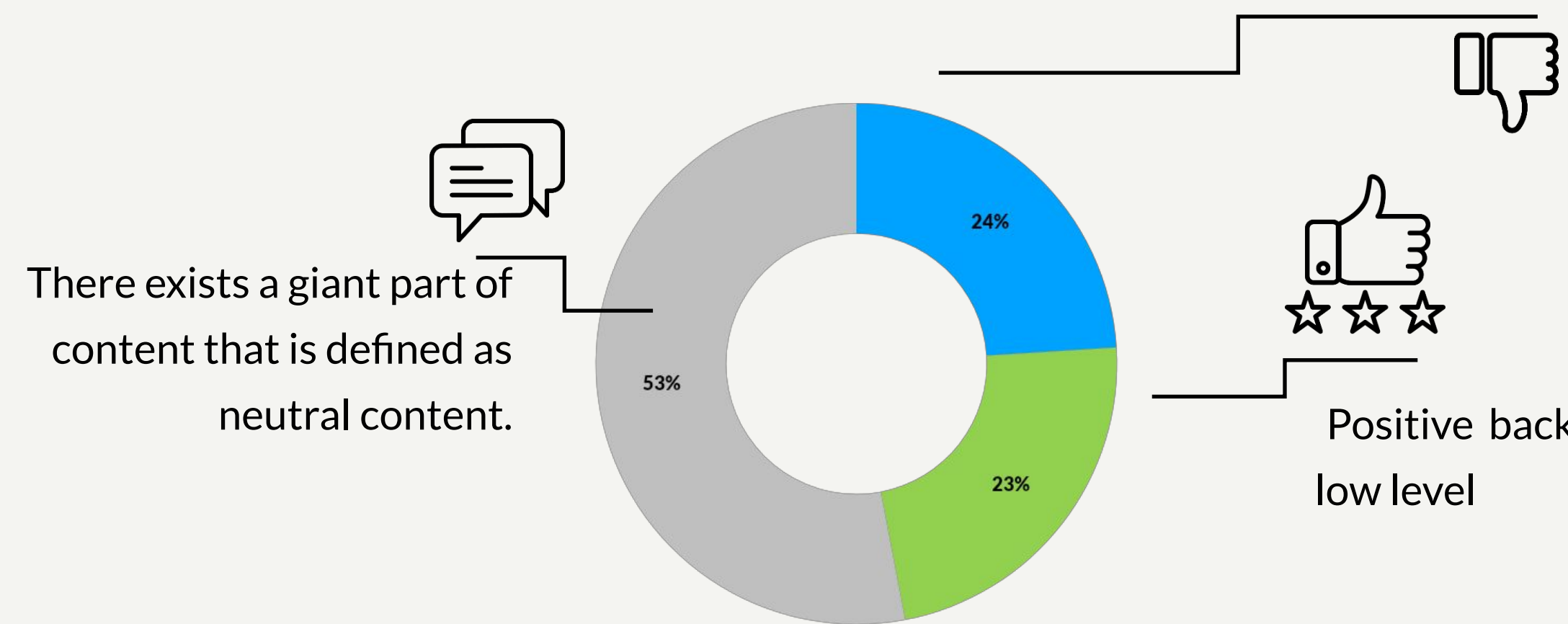
TONALITY OF MENTIONS

There is a huge potentiality in the part of neutral comments. And there is also a necessity in working on company positioning

Top-10 Google English search results:

A very visible part of negative mentioning exists in Google's search results

Top-10 Google Cantonese search results:

There exists a giant part of content that is defined as neutral content.

24%

53%

23%

Positive background is at low level

Exists an essential part of negative references. That obviously damages the reputation of the brand

There also presents a part of neutral content.

19%

19%

62%
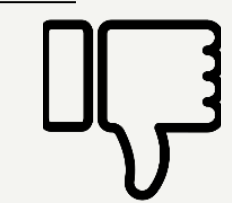
A giant part of positive mentions

REPUTATION HOUSE We are success

CURRENT SITUATION

According to the analytics carried out we can make below-mentioned conclusions.

CUSTOMER'S DEGREE OF SATISFACTION

As we can see it. A major part of negative mentions is related to user's feedbacks. That is a bad trend that can damage the reputation of the brand in some period of time

PRESENCE IN THE INTERNET

We noticed rather high presence in the Internet, and it definitely has a lot of advantages, but there are also some disadvantages. For example, high presence and much negative content at the same time can speed up the spreading of negative information.

REPUTATION HOUSE We are success

WHAT WILL WE DO?

Promotion strategy

SERM - SEARCH ENGINE RESULT MANAGEMENT

SERM INCLUDES:

1. ADS SERVED IN SEARCH ENGINE RESULTS

2. ARTICLES IN WIKIPEDIA AND OTHER ONLINE ENCYCLOPEDIAS

3. CREATION OF WEB SITES WITH WELL CHOSEN BRANDED DOMAINS

4. BLOGS ON DIFFERENT PLATFORMS

5. ACCOUNTS IN DIFFERENT SOCIAL NETWORKS

REPUTATION HOUSE We are success

GUERILLA MARKETING

GUERILLA MARKETING INCLUDES:

1. POSTING ON FORUMS

2. POSTING ON SOCIAL MEDIAS

3. POSTING ON HIGH-TRAFFIC AREAS

REPUTATION HOUSE We are success

WHAT WILL WE DO?

The proposed work package and payment procedure

COMPLEX OF WORKS:

SERM

GUERILLA MARKETING

PROJECT TEAM WORK

LIST OF WORKS

SERM

Ongoing works: | **KPI:**

	Ongoing works:	KPI:
1.	Selection and coordination of sites for promotion in the top-10 search results.	up to 10 queries
2.	Creation of single-page sites with reviews, creation and filing/ page control in Wikipedia	1 pcs
3.	Writing and posting articles about the activities of the Customer.	3 pcs
4.	Recommendations about the correction of the site for the Customer.	as necessary
5.	Working with behavioral factors and buying links to promoted resources.	as necessary
6.	Working with information resources (encyclopedias, catalogs, review-sites, etc.)	as necessary

LIST OF WORKS

GUERILLA MARKETING

Ongoing works:

KPI:

1. Selection and coordination of sites (forums and social networks).

2. Preparing discussion feeds, matching and placement.

100 COMMENTS

3. Using only trust and "live" accounts.

REPUTATION
HOUSE   We are success

LIST OF WORKS

PROJECT TEAM WORK

Ongoing works:

Strategy development, project management, timely response, communication with the Customer, analytical report.

KPI:

FROM 6 EMPLOYEES

REPUTATION HOUSE   We are success

THANKS FOR YOUR ATTENTION!

REPUTATION HOUSE