StratejiCo.

Reputation Management

Companies always face reputation problems. The dictionary describes ‘reputation’ as the beliefs or opinions that are generally held about someone or something. It is hard to make any shifts on perception, especially from a negative one into a positive. Becoming a reputable name or brand is achieved after a long road full of stones, but it just takes a small pebble to get you down.

What is at stake?

Companies always face reputation problems. The dictionary describes ‘reputation’ as the beliefs or opinions that are generally held about someone or something. It is hard to make any shifts on perception, especially from a negative one into a positive. In 1999 the public health crisis in Belgium cost Coca-Cola more than $200 million and lost profits. Becoming a reputable name or brand is achieved after a long road full of stones, but it just takes a small pebble to get you down. Hence, reputation management has become one of the top issues of the new business world in our globalized and fast information sharing era.

What do we promise?

Despite the rising interest in reputation, few companies have employees working for reputation. Reputation means trust, the legitimization of power and social recognition, a premium price for goods and services or higher customer loyalty. Hence, reputation is one of the most valuable forms of "capital" for a company. As StratejiCo. we help our clients to stick on their strategy and develop an action plan for sustaining their business against reputational problems in a more resistant way, especially in crisis periods.

How do we help?

All the stakeholders and their opinions are important. In sensitive times, it becomes essential for integrating public relations, including social media, into corporate governance to manage the relationships with these stakeholders. Our social media coordination and stakeholder engagement programs as well as influencer alignment methods, enable business not to involve in a turmoil or get out of it without a reputation loss. We eventually provide our clients with further stakeholder engagement and reputational resistance.