Managing Online Reviews and Reputation Repair Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected digital world, a brand’s reputation is its most valuable asset. Negative reviews and online criticism can spread faster than ever, impacting consumer trust and revenue. Managing Online Reviews and Reputation Repair Training Course is designed to equip professionals with practical strategies to monitor, respond to, and turn online feedback into opportunities for growth. Participants will learn how to leverage social listening, review management tools, crisis communication, and digital PR strategies to maintain a positive online presence.

This course emphasizes actionable insights and real-world applications. From analyzing review patterns, mitigating reputational risks, and implementing proactive reputation management strategies to mastering reputation repair techniques, learners will develop the skills to protect and enhance their brand image. By the end of the program, participants will confidently handle online reviews, convert dissatisfied customers into brand advocates, and strategically restore trust after reputational challenges.

Programme Curriculum

Managing Online Reviews and Reputation Repair Training Course

Introduction

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Master online review monitoring and sentiment analysis.
2. Implement proactive reputation management strategies.
3. Develop effective response protocols for negative reviews.
4. Utilize social listening tools for reputation insights.
5. Create customer engagement strategies to enhance brand loyalty.
6. Execute digital crisis management and rapid response tactics.
7. Apply reputation repair techniques post-crisis.
8. Analyze review trends and customer feedback patterns.
9. Integrate brand reputation metrics into business decision-making.
10. Leverage SEO and content strategies for positive online presence.
11. Transform negative feedback into opportunity for brand advocacy.
12. Implement cross-platform reputation strategies for consistency.
13. Measure the ROI of reputation management initiatives.

Target Audience

- Brand Managers
- Digital Marketing Professionals
- Social Media Managers
- Customer Experience Specialists
- PR and Communications Professionals
- Small Business Owners
- E-commerce Managers
- Hospitality and Service Industry Professionals

Course Modules

Module 1: Understanding Online Reputation

- Introduction to digital reputation and its impact
- Types of online reviews and feedback channels
- Role of brand perception in customer decision-making
- Key metrics for measuring online reputation
- Case Study: How a hospitality brand transformed its online image

Module 2: Review Monitoring and Analysis

- Using tools for monitoring reviews across platforms

- Analyzing review sentiment and trends
- Tracking competitor reviews and benchmarking
- Identifying high-risk reviews and threats
- Case Study: E-commerce platform spotting early warning signs

Module 3: Crafting Response Strategies

- Responding to negative reviews professionally
- Timing and tone for effective replies
- Turning criticism into engagement opportunities
- Escalation procedures for complex complaints
- Case Study: Restaurant chain improving ratings through strategic responses

Module 4: Reputation Repair Techniques

- Steps to recover from PR crises
- Legal considerations in reputation repair
- Rebuilding trust with dissatisfied customers
- Leveraging positive content to overshadow negatives
- Case Study: Tech company regaining consumer trust post-data breach

Module 5: Leveraging Social Listening

- Introduction to social listening platforms
- Detecting sentiment shifts in real-time
- Identifying influencers and brand advocates
- Integrating insights into marketing campaigns
- Case Study: Retail brand preemptively resolving potential crises

Module 6: Digital Crisis Management

- Identifying reputation risks before escalation
- Communication frameworks during crises
- Internal team coordination for response
- Post-crisis analysis and lessons learned
- Case Study: Airline managing negative viral feedback effectively

Module 7: Enhancing Brand Reputation

- Building consistent cross-platform messaging
- Encouraging positive reviews ethically
- Engaging customers to create brand advocates
- Using SEO and content marketing for reputation boosting
- Case Study: Beauty brand leveraging user-generated content for credibility

Module 8: Measuring Success and ROI

- Key performance indicators for reputation management
- Tools for tracking improvement and engagement
- Reporting to stakeholders and decision-makers
- Continuous improvement and strategy refinement
- Case Study: Hospitality chain quantifying the ROI of online review strategies

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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