



**GDA**  
Global Digital Academy


The Digital Marketing  
and Data Analytics Hub

# ONLINE REPUTATION MANAGEMENT

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,  
Entrepreneurs, Corporates and Marketing Professionals

Google  
Partner



# ONLINE REPUTATION MANAGEMENT (ORM)

**What is online reputation management?**

**Why online reputation management is need of hour**

**Understanding ORM scenario**

**How to deal with criticism online?**

**How to engage with customers?**

**10 Online reputation management Commandments**

**15 ways to create positive brand image online**

**Understanding tools for monitoring online reputation**

**Step by step guide to overcome negative online reputation**

**Best examples of online reputation management**

# Why Online Reputation Management (ORM)?

Online reputation management is the process of removing negative mentions, monitoring brands and creating a positive image/ reputation.

In this course, you will understand the role of ORM in today's business and media landscape. Companies of every size can benefit from having a clear outline of its main concepts.

This training course provides a comprehensive guide to monitoring discussions about your brand, responding appropriately to negative comments and making the most of your brand evangelists.

## Who should join?

- ▶ Entrepreneurs/ Business Owners
- ▶ Bloggers
- ▶ Marketing Professionals
- ▶ Business Owners who want to create reputation for their business
- ▶ Aspiring professionals in the marketing field

## Benefits:

On completion of this ORM course, you will be able to:

- ▶ Understand the benefits and drawbacks of Social Media Marketing
- ▶ Know which tools to use for brand monitoring and ORM
- ▶ Understand how to respond to complaints and criticisms online
- ▶ Know how to engage with customers and make the best use of brand evangelists

## Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

## Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

\*Timings are flexible




# INTERESTED? CONTACT US!



## GLOBAL DIGITAL ACADEMY

The Digital Marketing & Data Analytics Hub



 H.No.16-2-741/C/7/A, 3<sup>rd</sup> Floor, Moosarambagh X Road, Asmangarh Bank Colony,  
New Malakpet, Hyderabad - 500036 Telangana, INDIA.



+91 7330 710 403 / 407



info@globaldigitalacademy.in



www.globaldigitalacademy.in