tion of target markets, adopted model of goods movement, transport and commodity logistics, on ways of positioning of goods in the market space. The majority of marketing and management specialists advise every entrepreneur and manager of a company to build tables of non-standard and inherent risks for a certain company or type of transaction.

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# ONLINE REPUTATION MANAGEMENT:
## THEORETICAL BASES AND METHODOLOGICAL APPROACHES

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*Summary –The actual issue of Online Reputation Management (ORM) is considered in this article, it defines ORM, explores its main tools for ORM and implementation features, identifies the main stages of ORM, and demonstrates the importance of this process for successful company operations.*

*Резюме – В данной статье рассмотрен актуальный вопрос управления репутацией компании в интернете (ORM), дано определение ORM, исследованы его основные инструменты для ORM и особенности внедрения, определены основные этапы ORM, помимо этого доказана важность данного процесса для успешной деятельности компании.*

**Introduction.** Nowadays, the most promising and attractive platform for development in the field of communications is the Internet. Its advantage and disadvantage is that all information published on the Network is accumulated and is publicly available. It is issued in accordance with consumer requests by the company name, product and service names, names of top managers, and so on. That's why reputation on the Internet can seriously affect relationships with partners, potential and existing customers, and influence their decision-making.

The importance of reputation management is undeniable, because according to some studies, companies with a better reputation tend to do better financially and when there are downturns in the market their balance back more quickly than others. Such companies tend to recruit and keep the most qualified specialists, they are perceived by their clients better, and have a preferential advantage over their competitors in the market [1].

This topic is unquestionably actual, since for most Belarusian companies, transferring part of their promotion activities to the Internet is a newly mastered or even new experience, not to mention creating and maintaining a reputation in the Network. The need to study this topic is confirmed by increasing amount of expenses for creating and managing online reputation in the practice of Belarusian enterprises.

**The main part.** Online Reputation Management (ORM) is a system of measures that involves the use of various methods and services to create and maintain a stable positive impression of the target audience from the company and its activities with the help of the Internet and, as a result, increase the loyalty to the company.

The main tools for managing online reputation are SEO, SMRM, SERM, Crisis ORM, Public ORM, OIM, work with opinion leaders and such techniques as providing an opportunity for real customers to express their opinion about a particular product, service or company; and identifying and eliminating the main source of negative information dissemination within the company, as very often dissatisfied employees distribute reviews about the organization. In order to manage the company's reputation on the Internet effectively, you need to understand the essence of how these tools work.

All major search engines such as Google, Yandex, Mail, Bing and Yahoo have primary search results, where web pages and other content such as videos or images are displayed and distributed on the basis of what the search engine considers most appropriate to users [2].

SEO (Search Engine Optimization) helps to promote the site, to get it to the first position in the search engine results, in order to increase site traffic, that is, to attract more customers and earn revenue in the future.

In author's opinion, the effective use of SEO is undeniably important, since most people will probably not even pay attention to sites that are in the positions of the third page and farther away on the search results. This can be seen in a personally tested example: typing in the Google search bar "Excursion in London", we get 33 700 000 results, but we will pay attention to no more than the first 20.

In the case of SMRM (Social Media Reputation Management) the definition speaks for itself. Social networks are the right tools for making a statement and attracting an audience. As Facebook, VKontacte, Instagram, Odnoklassniki and other major social media sites are gradually invading our daily lives, so reputation management in social media has become a factor of success for all companies [3]. On such platforms users trust opinion leaders such as bloggers, jour-

nalists, TV hosts, politicians, TV show participants, directors, and so on, so it is important to build relationships with them correctly.

SERM (Search Engine Reputation Management, reputation management in search results) is also aimed at improving the reputation of the organization using SEO methods. It helps to increase the position of positive reviews in the search results, eliminate negative information from the first page of search results, and distribute information on the Internet that will positively characterize the company.

Working with reviews and mentions of companies on the Internet is an important part of reputation management, as according to data of BrightLocal 2019, 86% of consumers read online reviews of companies [4]. In the professional environment, mentions are classified into 3 types: positive, neutral, and negative. Managers can search for information about these mentions manually, which is a difficult process, or in an automated way using special programs.

The presence of negative information in the public domain directly affects the company's reputation, that causes a decrease in the level of loyalty from the target audience, so it is important to learn how to respond correctly to negative information. A prompt response is important, which will maintain a neutral and friendly tone. When responding publicly to a negative review, you must accept the criticism and let the audience know that the problem has been fixed. These actions will help the client understand that their opinion was taken into account and they will feel important. In this way the company can save its reputation, earn the respect of customers and make a decent impression on the rest of the audience.

It should be understood that the image of the company is formed not only by the opinions of your target audience, but also by the opinions of experts, opinions of employees, insider information, and we shouldn't forget about gossip, they can be real and fabricated by competitors. In this case, such a tool as Crisis ORM is used - work to "save" reputation during crisis situations, attacks by competitors, information warfare and so on.

The next tool for managing online reputation is Public ORM. It involves work with the media: writing articles, participating in thematic exhibitions, certain online shows and interviews. All this will contribute to the formation of the company's image and strengthen its reputation.

Another element that can be included in the ORM is OIM (online identity management), which provides for managing the online image of a certain person and can be used if the company's positioning is inextricably connected with a specific person whose reputation will directly affect the reputation of the enterprise.

All these elements are interconnected and in the complex allow you to create a strong and steadfast reputation of the company. When planning activities within the ORM, it is necessary to take into account the specifics of information consumption by target groups:

1) information about a company can be the object of a targeted search to make an evaluative judgment about it: as a rule, work with such a group is carried out using primarily SEO, as well as SMRM and SERM;

2) information about the company can be consumed in background mode without being the object of a targeted search: in this case, when working with positive information, it is advisable to use Public ORM together with SMM and SERM; when working with negative information, you should, in addition to SERM, attach crisis management tools (Crisis ORM).

In General, online reputation management consists of the following stages: monitoring, analysis of monitoring results and correction. Monitoring should be carried out systematically. You can get a complete information picture by monitoring and analyzing different types of ORM platform. The results of the analysis provides for the distribution and classification of all references to the company into groups for better further processing. Having determined the type of information and the source of its formation, a strategy for further actions is formed.

**Conclusion.** From the above, it is clear that ORM is gaining more and more popularity today. This is a fairly complex and time-consuming process that includes such steps as monitoring, analysis, and correction. It is important to understand the principles of using ORM tools, taking into account the specifics of information consumption by the target audience for effective reputation management. The prospect of further research is building an ORM mechanism for domestic companies represented in the network space.

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