

TERM.

REPUTATION
RUNDOWN

HELLO.

We compass brands and companies
to conquer the digital jungle

ON THEIR TERMS,

anticipating **real-time dynamic shifts** and
transforming **social data insights** into
informed **growth strategies**.

OUR ORIGINS.

Political Inception to Digital Evolution .

**Decades of leading reputation innovation for
key figures who shape society**

TERM was born in the intricate world of politics in 2002, at a time when the internet was still in its infancy. We began by addressing the delicate and complex matters of reputation management for politicians and governmental figures, harnessing emerging data, cybersecurity and technologies. Our journey started with a deep understanding of human, psychological, sociological, and economic behavior, which became the cornerstone of our approach.

From the very beginning, TERM built the infrastructure to support both online and offline tools, leading to successful and winning campaigns. Our expertise in reputation management has always been multifaceted, extending beyond digital platforms to encompass all areas of influence. We have orchestrated thousands of focus groups, consulted with prominent figures, and developed intelligence-based strategies that have proven invaluable to our clients.

Throughout our history, TERM has remained a behind-the-scenes powerhouse, a go-to resource for governments and political entities, especially in the MENA region. Our heritage is rich with instances where we provided critical insights and strategies, making us a trusted name in the realm of reputation management.



REPUTATION MANAGEMENT.

Its Essence and Power

The silent force shaping your digital identity

Reputation Management is a vital field, rapidly gaining importance as more individuals and businesses recognize the need to manage their public image. Often undervalued and overlooked, reputation management is essential for maintaining a **strong personal brand and running a successful business.**

Reputation is like wildfire—spreading swiftly and uncontrollably if not properly managed. As Warren Buffett wisely said,

It takes 20 years to build a reputation and 5 minutes to ruin it.

This highlights the fragility and significance of a well-maintained reputation.

In today's unregulated digital landscape, where information can be shared instantaneously, **creating and maintaining a comprehensive reputation management strategy is crucial.** The internet allows for rapid dissemination of content, and even when removal is possible, **the damage may already be done.** This is why reputation management is indispensable.

REPUTATION METRICS.

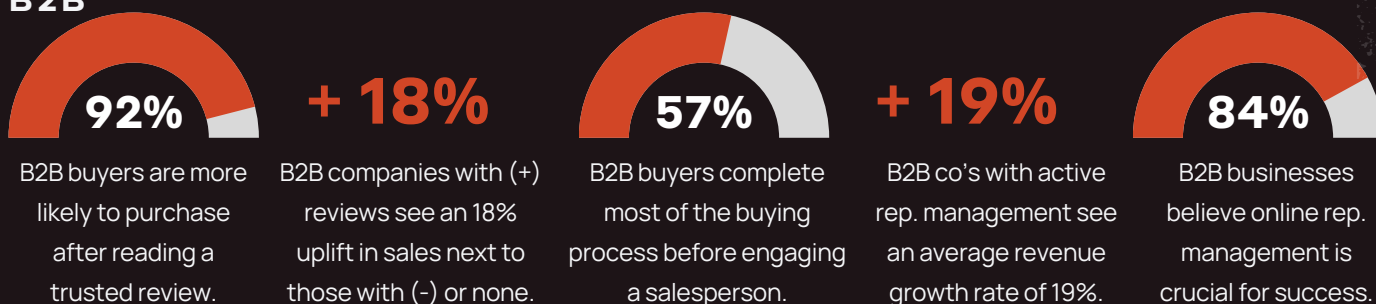
The Data Behind the Drama

Understanding these key numbers underscores the profound impact of managing your reputation effectively in today's digital age.

BUSINESS



B2B



B2C



PERSONAL





REPUTATION REVIEW.

Have you researched yourself recently?

Do you see any of the following?

1 Unfavorable
comments and
feedback on social
media platforms

2 Recent good news
stories and
accomplishments
being overshadowed

3 Media articles that
reference historical
personal or
company events

4 Photos or videos
that could be
misinterpreted

5 Search suggestions
that point people
towards negative
content

6 Bloggers and online
reviews that
reinforce negative
content

7 Personal
information exposed
without your
consent

8 Outdated and
inflammatory
search results

WHAT IS ORM

Online reputation management (ORM) involves crafting the best possible online image for individuals, businesses, or brands. This process entails controlling online search results, which often feature inaccurate, misleading, or outdated information that can negatively impact public perception.

HOW WE HELP

Many of the issues we handle are highly sensitive and often demand a global approach. That's why our services are customized to meet the unique needs of each client. Our aim is to give our clients control over the content and images found about them online, ensuring the information presents a true reflection of their identity, rather than a media-influenced portrayal. This control is crucial for establishing a lasting, fair online image and safeguarding their reputation for the future.

REPUTATION SERVICES.

Glowing and Guarding your **Good Name**

We cover everything from crisis control to brand enhancement, ensuring your reputation stays robust and positive. Our expert team turns challenges into opportunities, providing strategic insights and proactive solutions. With our comprehensive approach, we help you navigate public perception, handle crises effectively, and enhance your brand image. Trust us to safeguard and elevate your brand's reputation in today's dynamic digital jungle.



Report



Real-Time Reputation Monitoring

Track Your Brand's Online Presence. Using our advanced social listening technology, we monitor your brand across social media, news sites, blogs, and forums. We provide detailed reports & insights to help you stay ahead of potential issues and maintain a positive presence.



Remove



Eradicate Negative Content

Clean Up Your Digital Footprint. We specialize in removing harmful content from search engines and online platforms. Our team works diligently to eliminate false or damaging information that can tarnish your reputation.



Repair



Crisis Management and Recovery

Swift and Effective Damage Control. In the event of a crisis, we implement strategic communication plans to manage and mitigate the impact. Our experts are adept at turning around negative situations, ensuring your brand recovers quickly and efficiently.



Raise



Build and Enhance Reputation

Boost Your Positive Online Presence. We proactively build your brand's reputation by creating and promoting positive content. From engaging articles and social media posts to impactful PR campaigns, we ensure your brand shines online.





REPORT

In the vast digital landscape, **every whisper about your brand matters**. Our reputation monitoring service listens intently, capturing every mention and sentiment with unmatched precision. **Utilizing our Deep WEBINT technology**, we transform data into actionable insights, ensuring your brand remains resilient and revered.

Reputation Monitoring

Reputation monitoring involves tracking and analyzing online mentions of your brand, products, and services across various digital platforms. This continuous surveillance helps identify potential threats, measure public sentiment, and ensure your brand's online presence remains positive and impactful.

1 — 22%
3 — 59%

source:
blue Nile research

One negative item on the first page of search results can cost a business 22% of potential customers, while three negative items can cost 59%.

Importance

Why it's essential

In today's digital age, your online reputation can make or break your business. Effective reputation monitoring helps you maintain a positive image, manage customer perceptions, and stay proactive in the face of potential challenges. With our expert monitoring services, you gain peace of mind knowing your brand is always under a watchful eye, ready to respond to any situation.

Service

Key elements of our reporting service

Comprehensive Tracking

We monitor search engine rankings, social media, news articles, blogs, review sites, and forums to capture every mention of your brand.

Sentiment Analysis

Our tools analyze the tone and sentiment of online mentions, helping you understand public perception and adjust strategies accordingly.

Custom Reporting

Tailored reports and real-time alerts provide actionable insights and easy-to-understand metrics.

Competitor Benchmarking

Compare your brand's online presence with competitors to identify strengths and weaknesses.

Impact

How reputation monitoring helps brands and companies

Early Detection

Identify and address potential reputation risks before they escalate into crises.

Informed Decision-Making

Use real-time data to make strategic decisions that enhance your brand's image and credibility.

Customer Engagement

Understand customer feedback and respond promptly to build stronger relationships and improve customer satisfaction.

Competitive Edge

Stay ahead of competitors by continuously monitoring market trends and public sentiment.

Terms

Why our monitoring service outstrips industry standards:

INTEGRATED

Our reputation monitoring service is seamlessly integrated with our social listening capabilities, providing a comprehensive view of your online presence.

UNMATCHED REACH

Utilizing our proprietary Deep WEBINT technology, we go beyond standard API limitations to track every mention of your brand across the web, including deep web sources and lesser-known platforms.

HOLISTIC INSIGHTS

This advanced tool allows us to pinpoint the origin of any reputation issues, providing a granular level of detail that enhances your strategic responses.



REMOVE

Negative content, images, and videos can **wreak havoc on your brand's image**, influencing customer trust and impacting your bottom line. Our 'Remove' service helps you to **reclaim control over your online reputation**, ensuring that defamatory or libelous content that could harm your business is swiftly and effectively eliminated.

Remove Negative Content

Our removal service is dedicated to eliminating harmful online content that damages your brand's reputation. By leveraging advanced techniques and our Deep WEBINT tool, we identify and challenge defamatory, libelous, or false content, attempting to remove it from blogs, social media, review sites, press articles, and forums. Deleting unwanted content ensures that Google no longer displays negative results, making it difficult for people to find harmful information about your brand. **Removing such content isn't easy**, which is why our expert team is here to manage this for you, ensuring your brand remains trustworthy and positively perceived.

Importance

Why it's essential

Negative content can have a significant impact on your business, with studies showing that 1 in 3 businesses have experienced damage due to negative online content. The longer such content lingers online, the greater the harm it can cause to your brand. By proactively addressing negative content, you can safeguard your brand's reputation and maintain customer trust.

\$323bn

source:
compumark global

online counterfeiting and copyright infringement cost businesses worldwide an estimated \$323 billion in 2019.

+ 67%

source:
dhillon law group inc

The number of online defamation cases has been on the rise, with a 67% increase in cases reported over the last five years.

Service

Key elements of our removal service

Challenging Defamatory Content

We identify and challenge false or defamatory content about your business, removing it from blogs, social media, review sites, press articles, and forums.

Handling Internet Trolls and Fake Bots

Develop strategies to protect your brand from online harassment and trolling, and sniping fake bots spreading ill-conceived wildfires online.

Removing Negative Company Information or Images

Eliminate damaging company information and images from high-authority sites.

Addressing Copyright Issues

Protect your intellectual property by addressing copyright infringements online inc. copycat websites.

Types

We specialize in removing various types of damaging content that can harm your brand's image and credibility. Here are some of the types of content our expert team can effectively address and remove:

DEFAMATORY ARTICLES & BLOG POSTS

NEGATIVE REVIEWS

HARMFUL SOCIAL MEDIA CONTENT

UNAUTHORIZED IMAGES & VIDEOS

PROFESSIONAL & DIRECTORY LISTINGS

DAMAGING PRESS ARTICLES

FORUM & MESSAGE BOARDS

COPYRIGHTED MATERIAL

EXPLICIT & VIOLATING CONTENT

IDENTITY THEFT & FINANCIAL INFORMATION

COPYCAT WEBSITES

MALICIOUS AUTOMATED BOTS



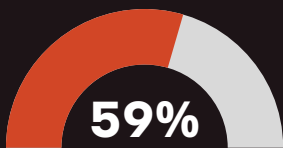
Is your business or brand facing a reputation crisis? Are you in need of expert assistance to **repair and restore your online image**? We understand how overwhelming it can be, and specialize in managing online reputation crises and **guiding businesses through the process of rebuilding trust** and credibility in the face of adversity.

Managing an Online Crisis

In times of crisis, swift and strategic action is essential to navigate the **challenges posed by negative online content** and restore faith in your brand. Our crisis reputation management experts are here to support you every step of the way. **We understand the urgency and sensitivity of the situation**, and we provide personalized solutions to address your specific needs. Through a **strategic combination of content optimization, review management, and crisis response tactics**, businesses can not only weather the storm of a reputation crisis but **emerge stronger and more resilient on the other side**.

Importance Why it's essential

When a crisis strikes, whether due to **negative press, executive scandals, boycotts, customer complaints, or coordinated attacks**, the implications for a company's brand image and bottom line can be significant. In an era where online perception can make or break a brand, **investing in reputation repair services** is not just a matter of damage control—it's a proactive strategy for protecting and enhancing the long-term success of your business.



Businesses have experienced a crisis in the past five years, with the average financial impact of the most serious incidents being ...

\$5m

source:
pwc global crisis
survey

During a crisis, **22%** of a company's value can be attributed to its reputation.
source: weber shandwick

Strategy

Our team of professionals will work diligently to assess, strategize, and execute a tailored plan to repair your business reputation. Here are some key elements of our repair service:

REMOVING NEGATIVE CONTENT

We focus on removing harmful and outdated content from search engines or at the source to mitigate the impact on your brand's reputation.

ENHANCING POSITIVE CONTENT

Utilizing advanced SEO techniques, we create and promote positive compelling content to improve your online presence, search results and brand sentiment.

HANDLING ONLINE COUPS & BOT DETECTION

We pinpoint and counter online movements aimed at bringing down your brand, including identifying and neutralizing fake bots. Our ability to snipe out fake bots is unmatched in the industry, providing quick wins.

SUPPRESSING NEGATIVE CONTENT

By strategically weakening or pushing down negative content in search results, we help improve your online image and brand perception.

IMPROVE REVIEWS & REDUCE COMPLAINTS

Our team works to boost positive reviews, address negative feedback, and reduce complaints to enhance your brand's reputation.

STRATEGIC CRISIS COMMUNICATIONS

Developing and executing crisis communication plans to address the public and stakeholders effectively. Rebuilding trust through transparent and timely communication.



RAISE

Creating a lasting positive reputation takes time and strategic effort. We understand the **critical role that a strong and positive business reputation plays** in shaping consumer perceptions and fostering trust in today's competitive landscape. We help you control the narrative around your business, **see your brand is showcased in the best light.**

Building your Reputation

Our Raise service is designed to empower businesses to proactively build and enhance their online reputation, setting the stage for sustained success and positive brand recognition. Our approach leverages the power of online reputation management to build a robust and positive business reputation that stands the test of time. Included in your personalized service, our professional team will:

- **Audit your online reputation** – reviewing everything that exists and identifying gaps and opportunities
- **Create an online reputation management strategy** for your business
- **Create a review management strategy** for your business where needed
- Add positives – **Public Relations (PR), content and social media** full service or support
- Improve your branded **search results**
- **Monitor** your online reputation
- Flag any **negative content**
- Manage **online reviews** and **conversations**
- Challenge, remove or **suppress negative content**
- Help **protect your business** from future risk
- Develop a **crisis pack**, if the case ever arise

Importance Why it's essential

In a digital landscape where brand perception is paramount, investing in a proactive reputation-building strategy like our **Raise service is essential for companies looking to stand out and thrive.** Here's why your business should consider leveraging our expert guidance:

Proactive Reputation Enhancement

By taking control of your online narrative and cultivating a positive brand image, you can shape how customers perceive your business and enhance credibility in the market.

Competitive Advantage

Building a strong reputation sets you apart from competitors and instills confidence in potential customers, driving loyalty and repeat business.

Stakeholder Trust

By demonstrating transparency, social responsibility, and responsiveness online, you foster trust with stakeholders, including customers, employees, and investors.

Long-Term Brand Resilience

The groundwork laid through our Raise service forms a solid foundation for enduring success, safeguarding your business against future reputational risks and crises.

Strategy

we guide businesses on the path to constructing a robust and favorable online presence from the ground up. Here are key strategies we employ to help you create a positive reputation:

Establish Industry Authority

Share insights through **content** and engage with inquiries to enhance trust and reputation.

Embrace CSR Initiatives

Demonstrate **commitment to social causes**, enhancing corporate reputation.

Monitor Social Media

Engage stakeholders, **address feedback promptly**, and manage online reputation effectively.

Online Review Management

Respond to reviews, identify improvements, and promote positive brand perception.

OUR APPROACH.

How We Do It

Pioneering Positive Connections

We apply an **eclectic collection** of tools, methodologies and skills to design innovative intelligence solutions **'insight'** and out.

We think about reputation management differently. All of our services are bespoke to a brand and their specific needs, from social listening and social engineering to comprehensive reputation management. We pride ourselves on crafting bespoke strategies using cutting-edge technology. Translating a business strategy into a potent reputation and social intelligence plan isn't always straightforward. By working closely with our team, we ensure a deep understanding of your business, delivering insight-driven strategic plans that elevate your brand's online presence.

OUR PROCESS.

Our mission is to fix, build, and maintain a lasting, positive reputation for you, putting you in control. **We ensure that your online reputation is not only restored but also fortified to withstand future challenges**, reflecting a true and favorable representation of your brand.

Discover Insights

IDENTIFY CONTENT

ANALYZE FACTORS

We start by identifying and analyzing both welcome and unwelcome content in search results. This involves a thorough understanding of client feedback and secondary identification of key factors influencing your online reputation. By digging deep into search results and social media conversations, we can pinpoint areas for improvement and opportunities for enhancement.

Activate Technology

DEPLOY TOOLS

OPTIMIZE IMPACT

We deploy our proprietary technology to promote positive content and demote unwelcome items. This measured approach ensures the best balance between cost and impact, applying gradual pressure to improve search rankings without creating unnatural trends. For crisis engagements, we begin more aggressively, adjusting as the situation stabilizes.

Monitor Progress

CONTINUOUS ASSESSMENT

REAL-TIME DATA

We continuously assess the effectiveness of our engagement through real-time data analysis. This involves refining the technological framework as needed, incorporating new insights, and testing various levels of support to achieve the greatest likelihood of permanent positive change. Regular updates and adjustments ensure we stay on track and responsive to any changes in your online presence.

Craft Strategy

STRATEGIC BLUEPRINT

DATA-DRIVEN

Our team then crafts a strategic blueprint tailored to your specific needs. This involves developing a custom technological framework and outlining precise interventions to shift the balance of factors affecting your search results. We leverage advanced analytics to ensure every aspect of the strategy is data-driven and targeted for maximum impact.

Enhance Positivity

CONTENT CREATION

BUILD AUTHORITY

In this stage, we bolster your online presence by creating new, authoritative content. This includes building new websites, blogs, and other digital assets that enhance your reputation. Our goal is to ensure the content is diverse and authoritative, meeting all necessary criteria to positively influence your search results and overall online image.

Lasting Impact

SUSTAIN IMAGE

ADAPTIVE STRATEGIES

Our commitment doesn't end with immediate results. We aim to sustain and protect your positive online image through ongoing support and adaptive strategies. By regularly monitoring your online reputation and making necessary adjustments, we ensure your brand remains strong and resilient against future challenges.

SECTOR SPANNING.



We pride ourselves on our ability to seamlessly adapt our reputation management services to meet the unique needs of diverse industries. Our open-source platform merged with our expertise empowers us to customize solutions that fit precisely with your industry and business goals.

AUTOMOTIVE



We ensure automotive brands maintain a strong and trusted reputation, essential for customer loyalty and market competitiveness.

HEALTHCARE



We safeguard the reputation of healthcare providers, ensuring patients feel confident in their care and services.

SPORTS



We help athletes and sports organizations manage their public image, crucial for maintaining fan support and sponsorship deals.

FASHION



We protect fashion brands' reputations, ensuring they stay trendy and appealing while avoiding negative publicity impacting sales.

RESTAURANTS



We help restaurants build and maintain a stellar online reputation, crucial for attracting and retaining diners.

FINANCIAL SERVICES



We manage the reputations of financial institutions, crucial for client trust and regulatory compliance.

TELECOMMUNICATIONS



We help telecom companies manage their reputation to build trust and credibility in a highly competitive and fast-paced industry.

MEDIA & ENTERTAINMENT



We manage the reputations of media and entertainment personalities and companies to maintain public trust and positive engagement.

FMCG



We protect the reputations of FMCG brands, ensuring consumer trust and loyalty in a highly competitive market.

TRAVEL & TOURISM



We enhance the online image of travel and tourism businesses, crucial for attracting customers in a trust-driven market.

OIL & GAS



We manage the reputations of oil and gas companies, crucial for maintaining public trust and navigating regulatory landscapes.

CRYPTOCURRENCY



We help cryptocurrency companies build trust and credibility in a volatile and often misunderstood industry.

GOVERNMENT & EDUCATION



We assist institutions in maintaining a positive trustworthy public image, essential for community trust and engagement.

RETAIL & E-COMMERCE



We enhance the online image of retail and e-commerce businesses, driving customer trust and boosting sales.

MARKETING AGENCIES



We provide marketing agencies with reputation management services for their clients, ensuring they remain attractive to potential clients.

HIGH PROFILE INDIVIDUALS.

We specialize in reputation management for high-profile individuals who require tailored solutions to maintain and enhance their public image. We have a proven track record in managing the reputations of some of the most prominent figures across various industries. Our expertise, combined with our commitment to confidentiality and tailored services, ensures that our clients can navigate the digital jungle with confidence and poise. Our clients include:

HIGH-NET-WORTH INDIVIDUALS (HNWI'S)

HEADLINING CEO'S

CELEBRITIES & VIP'S

INFLUENCERS

PUBLIC FIGURES

POLITICIANS

ENTREPRENEURS

SPORTS STARS

ARTISTS & PERFORMERS

MEDIA PERSONALITIES

AUTHORS & THOUGHT LEADERS

The Vital Reputation Role Term Undertakes

In today's digital age, the online presence of high-profile individuals can significantly impact their career and personal life. Negative content, misinformation, or outdated material can harm their reputation and, subsequently, their opportunities. Here's why reputation management is vital:

PERSONAL & PROFESSIONAL IMAGE PROTECTION

We ensure that the information available online accurately reflects the individual's true persona, rather than a distorted media portrayal.

MAINTAINING TRUST AND CREDIBILITY

A positive online reputation helps in maintaining the trust of fans, clients, and the general public.

ENHANCING CAREER OPPORTUNITIES

A well-managed reputation opens doors to new opportunities and collaborations.

CRISIS MITIGATION

Quick and effective responses to negative publicity prevent long-term damage.

PRIVACY CONTROL

We help in controlling the narrative and keeping sensitive information private.

SUCCESS STORIES.



Proof in Practice. Results that Resonate.

Our reputation management services have transformed the online presence of numerous companies, brands and high profile individuals across various industries. By leveraging our expertise in social listening, strategic PR, and proactive risk management, we've helped clients navigate and overcome complex reputational challenges. Due to our strict client confidentiality policies, we are unable to share specific names, but rest assured, our case studies highlight the remarkable outcomes achieved for our clients. Explore how we've safeguarded and enhanced reputations, ensuring a fair and lasting online image. Discover the power of TERM in action and see how we can do the same for you.

● Restoring Credibility for a Leading MENA Bank Facing a Reputation Crisis



A prominent bank in the MENA region faced significant credibility issues stemming from a scandal involving their CEO. The negative press online was damaging their reputation, and the situation was exacerbated by online trolls spreading false claims. The bank needed a swift and effective solution to suppress negative content and rebuild trust.

Online Reputation Audit: Conducted using Deep WEBINT to assess the damage and identify key negative content.

Content Suppression: Initiated a PR and content campaign to suppress negative content with positive and factual news.

Troll Management: Identified and addressed online trolls, using profile authentication and bot detection to eliminate fake accounts.

Strategic PR: Launched targeted PR efforts to rebuild credibility and improve the bank's online image.

NEGATIVE PRESS SUPPRESSED

REBUILT STAKEHOLDER TRUST

MINIMIZED TROLL ACTIVITY

● Boosting Voter Sentiment: Addressing Misinformation and Building Trust



A prominent political party faced credibility issues from false information spread by opponents and online trolls. They needed to suppress fake claims, identify bots, and manage an online crisis while building the candidate's reputation. Crafting a content strategy, conducting competitor analysis, and understanding voter sentiment were key to this success.

Real-Time Monitoring and Crisis Mitigation: Implemented tools for real-time tracking of online mentions and sentiment, enabling swift responses to emerging threats.

Audience Segmentation and Target Personas: Developed detailed audience personas to tailor the campaign messages and improve engagement.

Bot Detection & Elimination: Used proprietary tools to remove bots and fake profiles targeting the campaign.

Competitors: Identified weaknesses for strategic advantage.

INCREASED SUPPORTER ENGAGEMENT

VOTER SENTIMENT SWING - 45%

FAKE CLAIM SUPPRESSION

OUR PROMISE.

We stand by our promise that our social intelligence and reputation management services will deliver actionable insights and tangible improvements in your brand's online presence.

If you don't witness a notable **positive shift in brand sentiment or a clear reduction in crisis impact within the first 90 days**, we'll provide additional services at no extra cost until your desired results are achieved.

We believe in the power of trust and partnership. As an extension of your team, we are committed to thinking long-term and taking the right steps to guide your brand to where you want it to be. Our experts will work tirelessly to monitor, manage, and enhance your online presence, ensuring **we deliver more insights than any in the industry** and more importantly that your brand **stays ahead of potential threats and seizes every opportunity for growth.**

THANK YOU



TERM.

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