

TOP 5 REPUTATION MANAGEMENT TOOLS IN 2022 REVIEWED

In the world today, consumers can research anything about a company online, and what most of them truly do. A few years back, a survey was conducted of 2,500 US consumers who were buying electronics. The study revealed that most consumers do not buy from the first website that they visit. The study also found that **52%** are likely to make impulse purchases online after they are online.

WHAT IS REPUTATION MANAGEMENT?



Reputation management, sometimes referred to as **online reputation management** or **ORM**, is a brilliant practice of shaping public opinion of an individual or organisation by influencing information that is readily available online. It involves the process of identifying what is being displayed online about a specific business or brand.

HOW DOES YOUR ONLINE REPUTATION MEASURE UP?

This is it. If you do a quick search on the elements related to your business, such as the brand, company name, or popular products, what reviews do you notice? Do you have a good reputation online?

Many businesses believe that seeing no reviews is a positive impression, but this is almost as problematic as having negative reviews. Customers are also looking for companies that they can trust and do business with.

Potential customers are picky when it comes to making financial decisions before purchasing. Most buyers want to be sure that your product or service works, especially in their best interest. This causes them to look at reviews and ask for sincere opinions before making a purchase.

Would you like to usher your customers along your sales funnel quickly?

Then you need to put some content in place that helps your reputation health. This is the first line of defence for negative reputation problems. Quality content will help you push down old, poor reviews and give your customers a positive message about your brand.

ORM also depends on monitoring reviews.

So, how else do you think you can find someone posting a bad link to your website on a forum from 2017? While some searches may turn up these poor reviews and negative mentions about your brand, there are **online reputation management software tools** out there that make it easier for you to spot issues and respond to them right off the bat.

More importantly, you need to do a quick audit of your current status before managing your online reputation. Ask some critical questions to determine what your goals are.



A Quick Assessment Of Online Reputation

Certain questions are very important to ask, and it could be a round-table discussion with the various departments in your company, including the customer service team, to see what ORM issues are currently affecting your company's search engine ranking, social engagement, or customer satisfaction.

Here are the most important questions you should ask:

1. Is your brand on the first page of search engine results when you put out queries related to your product or service? If not, then you should do a quick search on multiple keywords, products, or brand names related to your company to see the current state of your ORM at a high level.

You will probably be able to pinpoint some of the top issues from the first few reviews, or if there are no reviews.

2. Do you frequently request feedback from customers? What do feedback surveys say about your business?

Another great approach for many companies is to look at how they collect reviews from customers. Some offer a survey on the website after a purchase, while others send an email to gather reviews after customers use the product.

HOW TO CHOOSE THE BEST REPUTATION MANAGEMENT SOFTWARE

Your brand is as good as the effort you channel into it, and it depends solely on how best you maintain your online reputation. That's why many companies will implement reputation management software to boost their image and retain what they have going for them in that way.

There are several things you should look out for when choosing the ORM platform that best suits your business.

Below are a few must-have features of great ORM software:

- The ease of use
- Review requests
- Feedback management
- Real-time notifications
- Analytics and insights
- Great customer support
- Review the monitoring dashboard

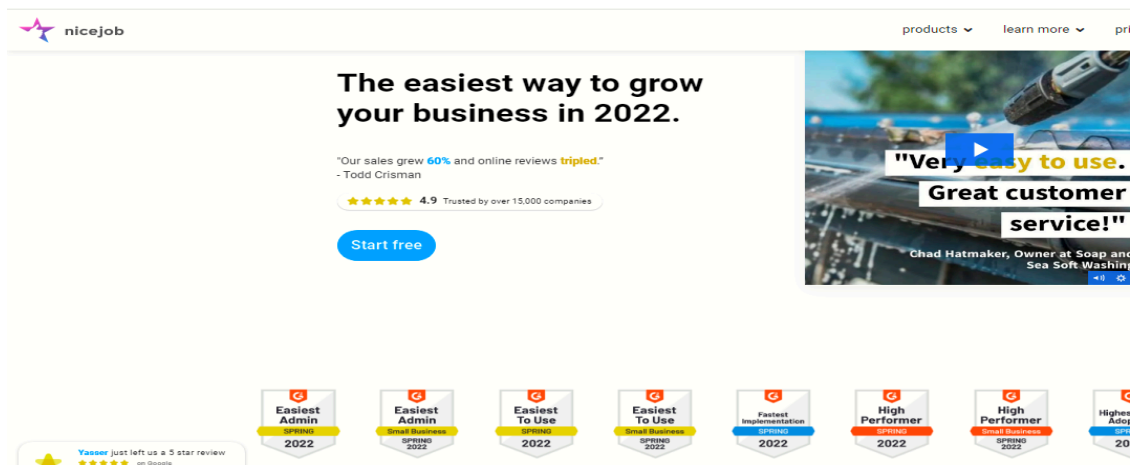
- Single management dashboard
- Multichannel review generation
- The customization and moderation options
- API integration to automatically generate [Google Reviews](#).

So, always have the above checklist at hand when looking for suitable reputation management software.

Here's the list of the best reputation management software for your business:

Considering the selection criteria, we chose the top 5 and best reputation management tools to bring your online reputation on point.

1. [NICEJOB](#)



NiceJob is a cloud-based reputation management tool that helps companies manage reviews, referrals, and sales. It has a good review monitoring system, sending email and SMS requests, with good and bad review management.

NiceJob has an automated process of collecting reviews from your business listing, with a distributor of reviews to several review sites.

The NiceJob CRM is specifically designed for organizations that do great work and want to use customers' word of mouth online as a marketing strategy to boost their sales.

The process is automated, so you won't have to do almost anything manually. It will save you lots of time and yet develop great results for your online reputation.

FEATURES

The main features of this platform include:

- Easy to use
- Review requests
- Analytics and insights
- Feedback management
- Real-time notifications
- Multichannel review generation
- Review the monitoring dashboard
- It has a single management dashboard
- Customization and moderation options
- Designed with great customer support

Pricing:

- 1 – 2,500 customers – \$75 per month
- 2,501 – 5,000 customers – \$95 per month
- 5,001 – 9,999 customers – \$145 per month
- 10,000+ customers – \$290 per month

2. [PODIUM](#)

Podium is a customer interaction tool that uses text messaging to help business owners manage customer relationships and build an online reputation on different websites.

How Does Podium Work?

This platform merges customer interactions and online reviews in a single dashboard, ensuring simple review monitoring, media monitoring, and management. From there, business owners can send review invitations, respond to online reviews in real-time, and send and receive text messages with current and new customers.

What's More?

Podium's platform not only provides business owners with reports on their business operations but also includes competitive benchmarking and sentiment analysis that allows them to see where their company ranks against competitors. **A mobile app is also available.**

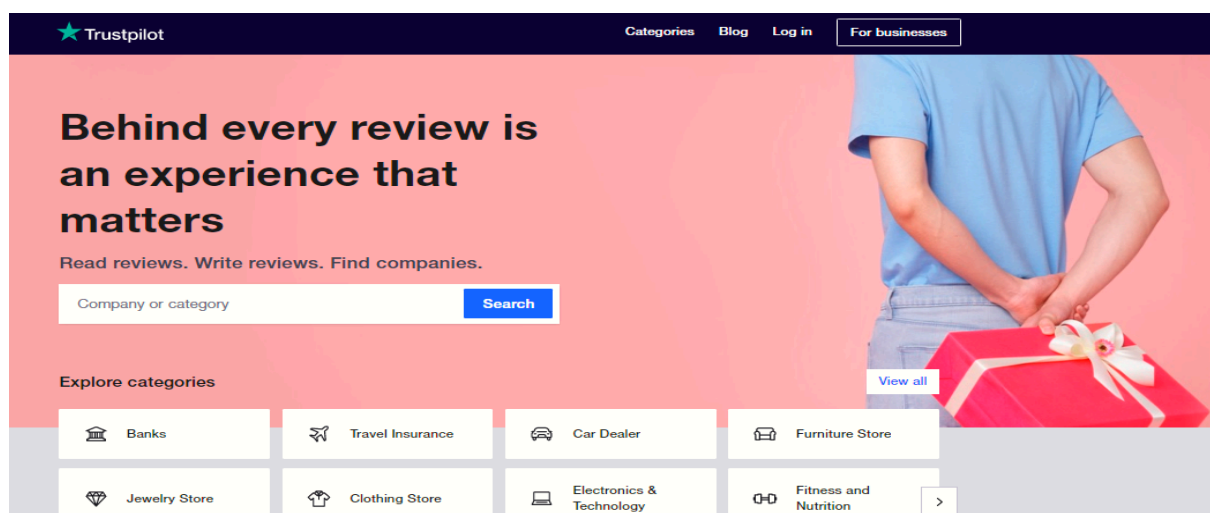
Features:

- Easy to use
- Review requests
- Analytics and insights
- Feedback management
- Real-time notifications
- Review the monitoring dashboard
- It has a single management dashboard
- Multichannel review generation
- Customization and moderation options
- Designed with excellent customer support.

Pricing:

Podium pricing depends on the number of locations. Contact their team to request a price quote.

3. [TRUSTPILOT](#)



Trustpilot is an online reputation management tool best designed for medium- to large-sized online businesses. It helps to connect and build trust with customers, giving brands the authority to turn consumer feedback into solid results. **Awesome for local businesses.**

How It Works

Trustpilot manages and displays customer reviews to increase conversions, stand out on Search Engine Result Pages - SERPs, and boost sales. The Trustpilot review platform can also help businesses with the easy management of their referrals and online reviews. Businesses can manage their positive and negative reviews and also create widgets out of their most outstanding ones.

Additionally, it has a good analytics dashboard where customer reviews and the performance of a specific brand reputation can be effectively monitored across the web.

Features:

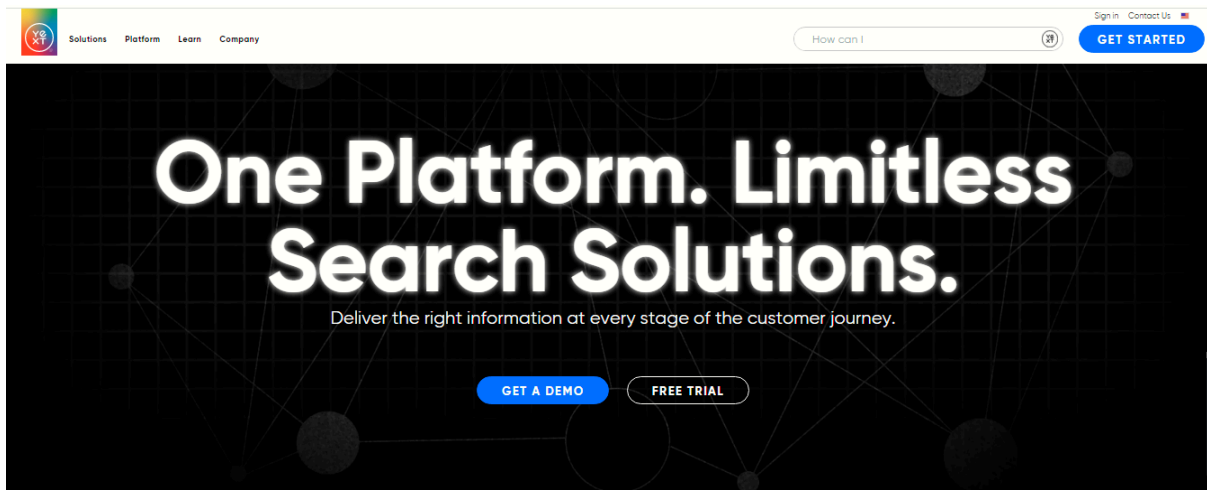
- Ease of use
- Single management dashboard
- Multichannel review generation
- Review the monitoring dashboard
- Feedback management
- Real-time notifications
- Review requests
- Customization and moderation options
- Analytics and insights
- Great customer support

Pricing:

This review platform has both free and paid plans.

- Free plan – Lifetime free
- Standard plan – depending on impressions and push notifications delivered, it starts at \$199 per month.

4. [YEXT](#)



Yext is a cloud-based reputation management software that helps business owners manage a positive customer experience by monitoring and responding to customer feedback. The platform is great for social media metrics, sentiment analysis, review requests, and response management.

Who Is It For?

Yext is designed for all types of businesses, including SaaS and local ones. It pulls the stream by allowing users to generate organic feedback from their customers to share with them across local pages and websites.

Also, the software can display star ratings on the organic search results, thereby improving traffic and engagement.

What's more?

The solution comes with brand control tools that help franchisees, advisors, agents, or local managers operate business processes and review responses based on controlled user access.

Features:

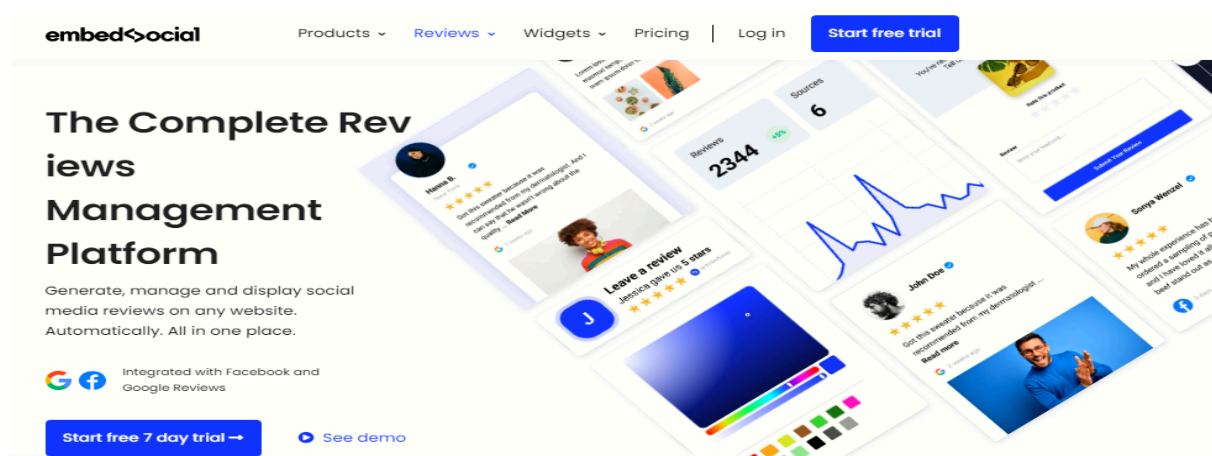
- Easy to use
- Review requests
- Analytics and insights
- Great customer support
- Feedback management
- Review the monitoring dashboard

- Multichannel review generation
- Has a single management dashboard
- Designed with real-time notifications
- Customization and moderation options

Pricing:

- Emerging – \$4 per week
- Essential – \$9 per week
- Complete – \$10 per week
- Premium – \$19 per week

5. [EmbedReviews](#)



EmbedReviews is an online reputation management tool that helps businesses manage their online reputation status. It allows them to manage the reviews they already have, collect new ones, and showcase the reviews altogether on any website.

How EmbedReviews Works

There are predefined templates for users, or they create customisable widgets out of their online reviews. These widgets are fully responsive and will look awesome, not only on desktop but also on iOS and Android. One of the best use cases of this software is the ability to automatically embed Google reviews from multiple Google locations.

How is this done?

When EmbedReviews software connects to your Google and Facebook accounts, it will automatically generate the reviews and display them. You can use the manual response to treat reviews or use automated responses.

Users of this great software can collect reviews on any website in a **web-collection form** and through **messaging**.

Star review snippets can be displayed in Google search results, boost the SEO strategy campaign, and rank higher on the search results pages. This, in turn, brings more traffic, increases sales, and improves customer satisfaction.

Features:

- Easy to use
- Review requests
- Analytics and insights
- Real-time notifications
- Feedback management
- Great customer support
- Review the monitoring dashboard
- Single management dashboard
- Multichannel review generation
- Customization and moderation options.

Pricing:

- Pro plan – \$29 per month
- Pro Plus plan – \$49 per month
- Premium plan – \$99 per month
- Enterprise plan – custom price based on the number of review sources.

Key Takeaways

Running a successful reputation management campaign can sometimes be difficult because it involves a well-balanced mix of touchpoints. Aside from a well-structured review management plan, every reputation management specialist needs the right technology to drive the whole process.

This is why we created this list of the top 5 review management software solutions to choose the one that best suits your needs and scales up your business.