



BURKHART MARKETING :: Brand Management

# Social + Reputation Management

Building an online strategy to foster engagement and protect reputation

## YOUR CHALLENGE

Today's customers review, comment, like and post about your business at an unprecedented rate – and it's up to you to engage with them. But with a limited marketing budget, it can be challenging for franchises to execute local, integrated marketing campaigns across multiple social media platforms effectively.

## OUR SOLUTION

Our social media and reputation management services come in all shapes and sizes, and are tailored to meet your needs. With our help, you'll understand how social media can be utilized, and we will use our expertise to develop a strategy that achieves your goals. We focus on the most influential narrative you have — how your brand delivers real value to people. We develop the best version of that story, and help it unfold where your audience is most engaged. Through robust monitoring of online posts and comments about your business, we also provide fast and professional responses to online reviews, wherever they might appear, for both happy and not-so-happy customers.

REQUEST A CONSULT



## WE DELIVER

- **Social Media**  
Posts, Ads, Engagement
- **Online Reviews**  
Response, Resolution
- **Listing + Locations**  
Directories, GooglePlaces
- **Public Relations**  
Releases, Testimonials
- **Influencer Marketing**  
Blogs, Shared Content

LEARN MORE



- **Enhance credibility**
- **Increase awareness through brand fans**
- **Educate customers of new products and services**
- **Drive quality online traffic**
- **Process valuable customer feedback**

See how Burkhart helped a **QSR** increase brand advocacy and reach **543,000** consumers

DOWNLOAD STUDY

