



A G E N C Y

REPUTATION BLUEPRINT



AGENCY

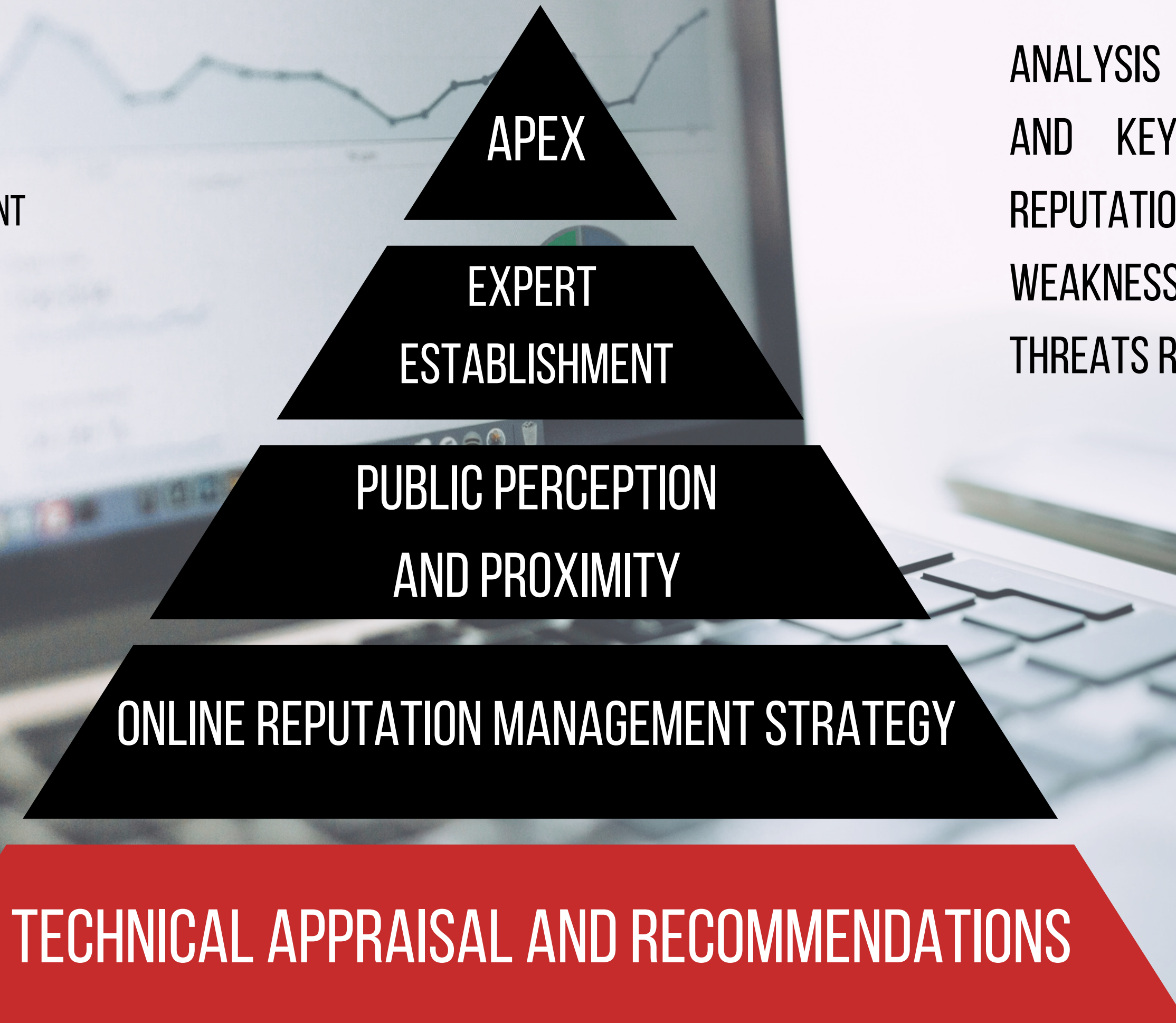
REPUTATION BLUEPRINT





AGENCY

REPUTATION BLUEPRINT



ANALYSIS OF PUBLIC PERCEPTION AND KEY FACTORS IMPACTING REPUTATION. IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS RELATED TO REPUTATION.



AGENCY
REPUTATION BLUEPRINT

APEX

ESTABLISH CLIENT EXPERTISE/CREDENTIALS BY CREATING A CONSISTENT AND PREDICTABLE PRESENCE IN ONLINE SOURCES.

**EXPERT
ESTABLISHMENT**

SUPPRESSING STORY LINES THAT SKEW THE NARRATIVE AND
CREATE/HIGHLIGHT STORIES THAT DRIVE THE EXPERTISE
NARRATIVE FORWARD.

**PUBLIC PERCEPTION
AND PROXIMITY**

VIP PHOTOS, BEHIND THE SCENES VIDEOS, THAT GENERATE
FOLLOWERS AND NEWS MEDIA ATTENTION.

ONLINE REPUTATION MANAGEMENT STRATEGY

**GOAL: 25% INCREASE IN
ENGAGEMENT/FOLLOWERS**

TECHNICAL APPRAISAL AND RECOMMENDATIONS



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**EXPERT
ESTABLISHMENT**

**PUBLIC PERCEPTION
AND PROXIMITY**

ONLINE REPUTATION MANAGEMENT STRATEGY

TECHNICAL APPRAISAL AND RECOMMENDATIONS

**PUBLIC PERCEPTION VIA LIVE TV
MEDIA, NEWS STORIES, & FEATURES.
THIS CAN INCLUDE WARDROBE
SUPPORT, INTERVIEW TRAINING, EVENT
ACCESS, ETC. PUTTING THE CLIENT
INTO SPACES WITH ALREADY
ESTABLISHED EXPERTS SUCH AS
EVENTS, PANELS, ETC.**



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**EXPERT
ESTABLISHMENT**

**PUBLIC PERCEPTION
AND PROXIMITY**

ONLINE REPUTATION MANAGEMENT STRATEGY

TECHNICAL APPRAISAL AND RECOMMENDATIONS

**PEER AND PUBLIC SUPPORT FOR EXPERTISE,
COMMUNITY GIVE BACKS OF EXPERTISE, USE OF
EXPERTISE IN EDUCATIONAL AND BUSINESS
COMMUNITIES AS A CONSULTANT AND TRUSTED
VOICE AMONGST OTHER EXPERTS.**



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**EXPERT
ESTABLISHMENT**

**PUBLIC PERCEPTION
AND PROXIMITY**

ONLINE REPUTATION MANAGEMENT STRATEGY

TECHNICAL APPRAISAL AND RECOMMENDATIONS

**ACCESS TO SOUGHT AFTER SPACES, EVENTS, AND
COMMUNITY THAT ALLOWS FOR MAXIMIZATION OF
EXPOSURE AND OPPORTUNITY.**

