

Burson-Marsteller China

Digital and Social Media Reputation Assessment



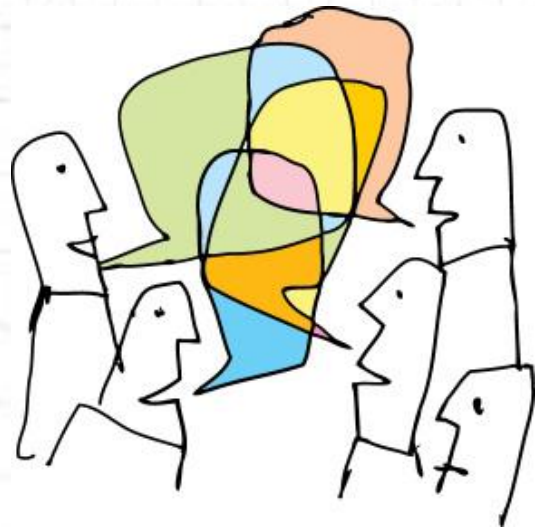
Burson•Marsteller

The first step towards developing a strategic framework for Online Reputation and Social Media Management in China is to perform a Digital Reputation Assessment.

D/BM Reputation Assessment audit helps identify areas of vulnerability and focus in Content, Assets, Communications and Media.

Using digital reputation parameters, this scientific assessment helps to construct better communications programs and stronger Frameworks for future Issues and Crisis Preparedness.

- ✓ Messaging gaps
- ✓ Online audience sentiment
- ✓ Online Influencer reach and impact
- ✓ Message Search Optimization [SEO]
- ✓ Corporate Website
- ✓ Social Media channels
- ✓ CSR program engagement



D/BM Reputation Assessment

Fees RMB

Digital Reputation Assessment	Corporate or Brand	Assess Digital Messaging, Website and Social Media Channels, with recommendations and roadmap	48,000
	Corporate + Brand	Assessing Messaging, Websites, Social Media, SEO, CSR, Sentiment and Influencer impact, with recommendations and roadmap	88,000

V.1

Assessment framework is customizable. Pricing subject to discussion and finalization.

Contact B-M China Leadership or email dropbox@bm.com

D/BM | Listen Identify Mobilize



D/BM | Burson-Marsteller's social media influencer practice