

Service

Manage your reputation on the Internet

Unique system of reputation management on the Internet
for sales increase



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Why do you need reputation management from BRANDPOL

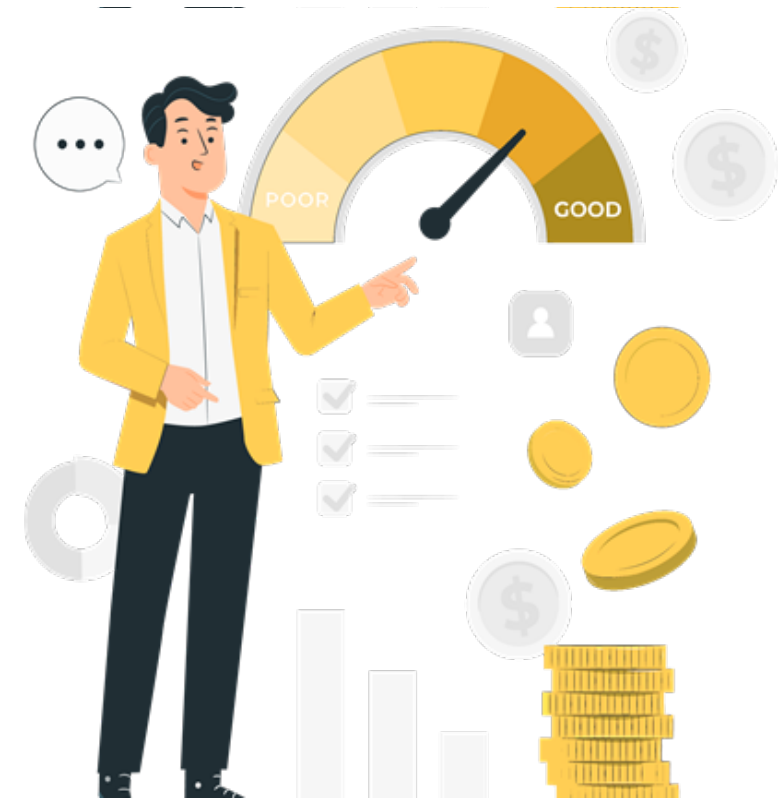
20% of your competitors order fake negative reviews to lower your sales

90% of the users check the reviews about the company on the internet first, to make a decision

35% consider reviews as the main factor to make the decision about the company



Your income directly depends on your reputation on the Internet



Complex reputation management system on the Internet

1

BRANDPOL reputation management system

These are unique technologies of deep search, sentimental analysis and PR technologies, directed towards full control of information on the Internet. BRANDPOL allows to track online the information trends, news, social networks, reviews on websites, messages on forums, posts in blogs and telegram channels.

2

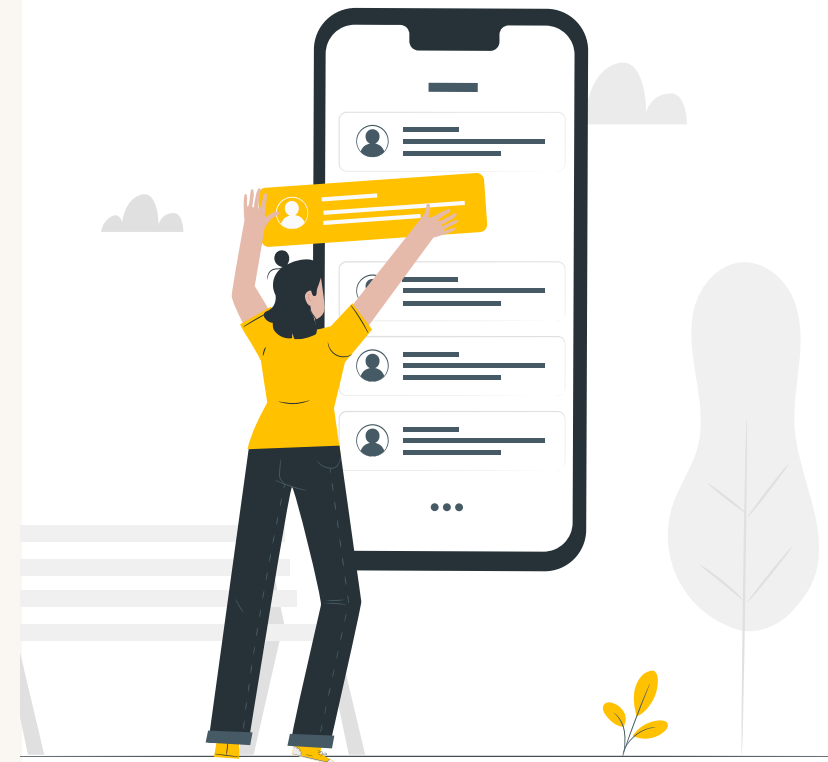
Scale of the system

BRANDPOL system tracks more than 1 250 000 sources daily in 170 countries across the world. This allows to track any mentioned information about you and your company, determine its mood and choose the strategy of changing the information in the right direction.

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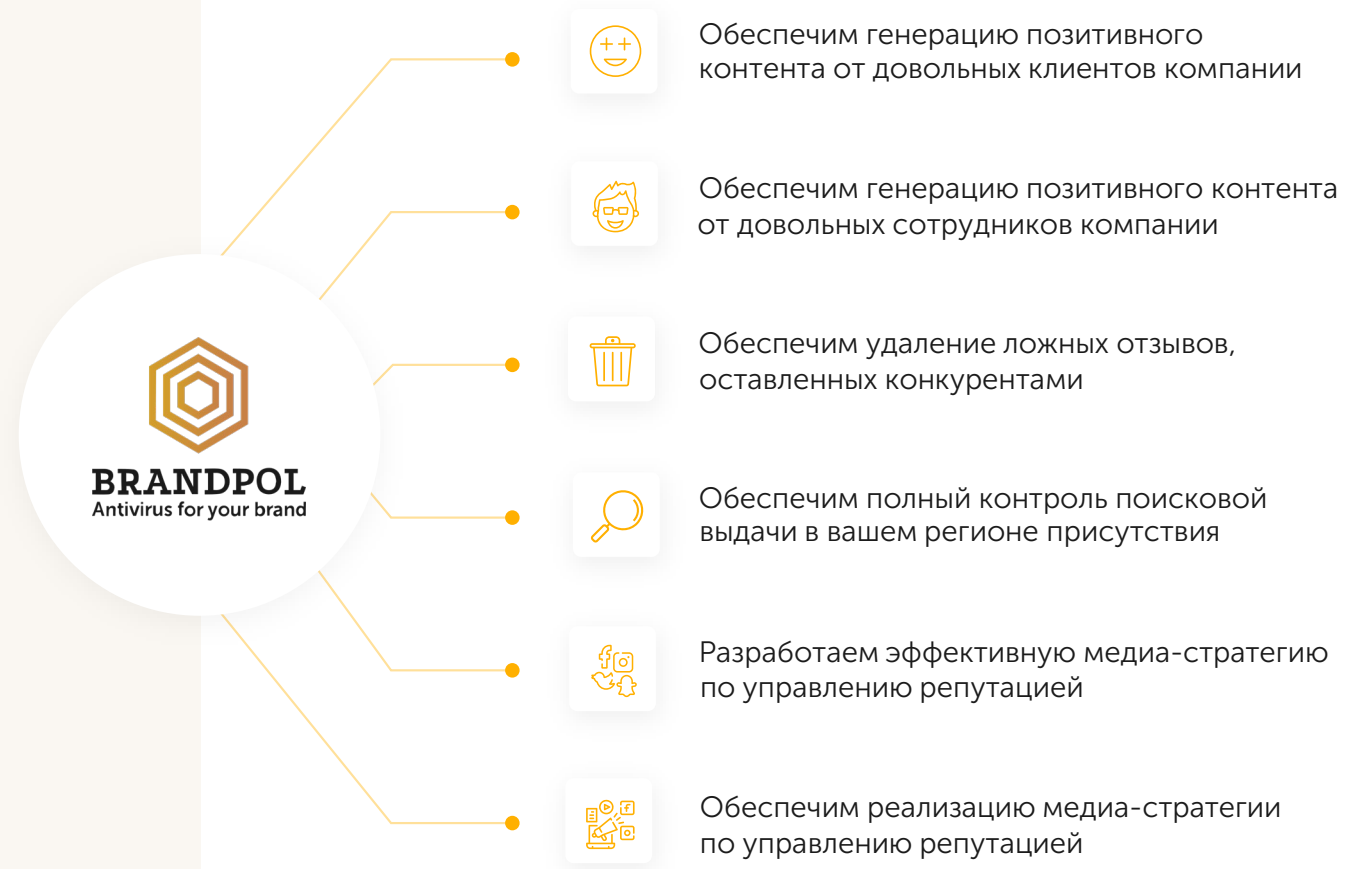
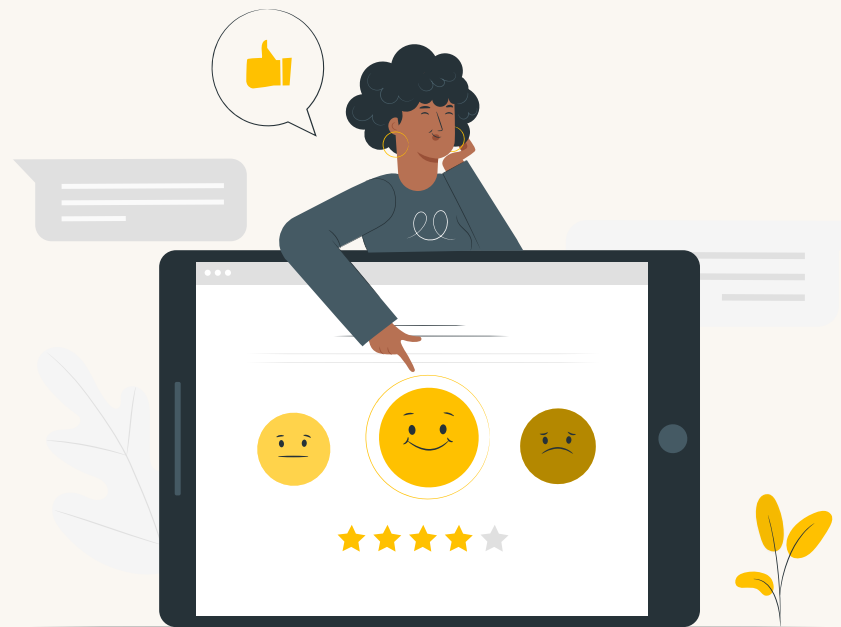
Unique solutions

BRANDPOL has a unique set of technological solutions, which allows to provide this service in large volumes.



Our unique abilities

We will provide continuous analysis and control of the information background regarding you or your company.



Compare our abilities with our competitors



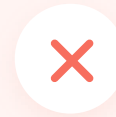
BRANDPOL platform

Unique system of sentimental analysis (determining positive-negative-neutral), working in 80 language zones

System to go around **any protection systems** from data collection

The fullest reach, ability to search and analyse any information in the messengers, videos and closed forums

Ability to not only monitor and analyze, but **also to effect the information**



Our competitors

Imperfect sentimental analysis system or its absence

















Absence of systems for going around **protection from data collection**

Limited range of information sources. Messengers, forums and videos are not analyzed

Absence of ability to change information

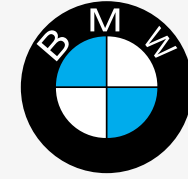
Monitoring and changing reputation daily on:

And even more than 20 000 global news sites, reviews, marketplaces, social networks, forums, blogs and other resources where they talk about you and your business

Clients of the BRANDPOL Group of companies

International companies, trusting us for many years



We are members of associations:



BRANDPOL LLC
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Strictly confidential

7

Frequently asked questions

What is ORM and what is it needed for?

Search Engine Reputation Management is reputation management. In the modern world reputation is one of the most important parts of your capitalization. Your existing partners pay attention to the situation at your company, its success and failures. Your future partners will certainly find information about you using searching engines. When you apply for the loan at the bank, the bank specialists will check your reputation.

Information on the Internet does not always reflect the true picture. It is important to know, the way in which you position yourself on the search engines, social networks, what is said about you by your clients and the clients on your website, you should control this process, and not let it run by itself.

What is needed to get started and how much does it cost?

Leave the request on our website brandpolgroup.com, or call us on +353 (1) 267-80-03

How much time does the process of making the positive image take?

The forming of an image is a constant process. You can't stop it, as you will need to stop all other people from writing about you and your company, which is impossible. But, if you let the professionals do their job, the process will become predictable and controlled.

For the evaluation of the time needed to correct your image we will need to do an analysis of the information available now and assess the level of activity towards you. If everything is calm towards you, and you are forming your reputation by plan and day by day, then it will be just time and financial spendings. If you have your own PR agency, which is generating information, that will also shorten the time. If you are under informational attack, we need to assess its intensity and size. In any case it would take at least 6 months, as even simple indexation of search engines can take up to 60 days. Search requests are formed and changed even longer. But if you are not doing this today, it will not be easier tomorrow.

The people are judging you by the information about you. Your competitors and partners are forming your image for you, and you will either have to live with it, or spend a lot of money on corrections, which is not always effective.

I need to delete just several negative materials, can you help with that?

Yes, we can. This is the most popular request, and we will give the most typical answer to it. Everyone wants easy solutions of hard issues. On the market, there are a lot of people, who promise to solve your problems quickly and easily, but that can rarely be done. Almost all clients ask that the executor finds the powerful people from authoritative structures so they quickly solve the problem with guarantee and cheap. That is not possible.

The certain materials can be deleted in several ways:

- With the decision of the court
- After the dialogue with the owners of the sources of information, where the materials were posted
- Using technical tools, when the negative information stays on the Internet, but is very hard to find

Not one of these ways is universal. The aim of the professional team is to form a complex of actions and pick the right instruments tailored to your individual situation.

Your competitors give guarantee, that they will delete the negative content, do you?

We do not give such a guarantee. We understand that the results of the work on reputation management are dependent on many factors. Our aim is to show you these factors, value them and offer the detailed road map of managing your reputation.

What does a guarantee from our competitors mean? We have conducted a small survey about guarantees. Not one company is ready to fix the measured result of the image and give the money back in the event of not achieving the promised result. Usually people just talk about guarantees.

Our aim is to develop and offer you a strategy of work with your reputation, so that you know what we are going to do, when, who with, using which assets, and what result can we expect.

Expect, not guarantee, because during the process of reputation management, there can be no guarantees, and anyone, who gives them to you, is potentially lying to you.

Which scenarios of work on negative content can you offer?

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Not one of these ways is universal. The decision of the court is the most effective way of getting rid of the negative content, but the information about you can be spread on the websites, which are outside of the Russian jurisdiction. There can be a massive information attack formed against you with constant renewal of negative information about you from different regions. You should not forget about the professional pressure from the journalists. Events like this, they see as the limitation of freedom of speech, which can result in a very large information attack.

The dialogue with the owners of information sources, also should not be valued too much. The argument in this dialogue is the size of the compensation. As soon as you start to pay them, the information about this will become public very quickly. You are in a risk of being a sponsor of many sources like this.

Technical tools usage is one of the most effective and independent ways to eliminate negative content, but it is time consuming and expensive. It also has limitations. We understand it well and are ready to offer you a reputation management strategy according to your financial, time and other resources.

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