

MGT 6565-02 Digital Marketing Assignment 13.0

Managing an Online Reputation

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PureLesera has been receiving negative reviews for a long time. Customers have been writing negative reviews and accusing PureLesera of wrongdoing even if the company is complying fully with the law. These reviews have continued to pile up and led to a negative link appearing as the fourth result on the upper fold when someone types in 'Pure Lesera'. This can significantly harm PureLesera's reputation and sales. It is already causing PureLesera to pour more money into their own search keywords to avoid the negative link to appear higher on the SERP. I have created a plan to counteract the effects of the negative link and to knock it down from the upper fold.

To knock the negative link search result down to the 6th position i.e. outside of the upper fold, we will:

1. Create & promote social media profile
2. Promote an external website/webpage

Social Media Profile Research + Creation Plan

Before creating a social media profile we first need to verify which social media profile ranks the highest. It will allow us to determine which social media platform we should focus on.

After doing a quick google search on our competitor 'The Vitamin Shoppe', we found their **Instagram** social media profile to rank highest (See **Exhibit 1**). Therefore, we will use the same platform. Now, we will examine the type of content they post to determine how we can optimise our social media profile just like they did.

After doing a quick examination of their Instagram profile for the type of content they post, we found that they primarily post Instagram Feed Posts which are meme-like i.e. meant to be funny and at the same time promote their product. Another thing we noticed was they post **once, every day**. (**Exhibit 2**)

To better strengthen our research, we'll also look at their 2nd highest rank profile. Their rank highest ranked profile is **Twitter (X)** (**Exhibit 3**). After examining their X account, we found that the Vitamin Shoppe tends to repost their funny content from their Instagram. Moreover, they also promote their information blog posts which they do not do on Instagram. They also post there **once, every day** and sometimes even repost content making it multiple posts per day. (**Exhibit 4**)

Based on our research, PureLesera should:

1. Create an Instagram Social Media Profile
2. Regularly post content on that profile once every day
3. Create promotional content that is also unique and funny

Promoting an External Website

Now, in order to create the most optimal external page we will continue to examine our competitor. We'll look at 3 positive links that are not our competitor's home page or their social media profiles. They have been listed as follows (**Exhibit 5**):

1. Sponsored Post prompting sale at The Vitamin Shoppe: The first result when you search the vitamin shoppe is unsurprisingly a sponsored post that promotes a specific landing page created for sales/deals/discounts. It covers the entire upper fold of the SERP as it also has 5 sitelinks.
2. The Vitamin Shoppe App: The next search result we found on the first page was their app listed on the google play store.
3. Yelp/Map Quest: The next search result we found was reviews on Yelp and a MapQuest page. I mentioned the mapquest page as it might be more feasible than building our own app.

Based on difficulty and costs, I believe creating our own **MapQuest page** will prove to be the most economical and easy to create. We will promote this link by having an attractive page with a description similar to how The Vitamin Shoppe has created theirs.

The Vitamin Shoppe's Mapquest Description: "The Vitamin Shoppe, located at 3175 Lebanon Pike, is your go-to for all of your health and wellness needs. We've got the widest range of vitamins, minerals, sports nutrition supplements and other health products from 400+ top national brands. Have questions? Get answers. Call (615) 719-7917 to speak

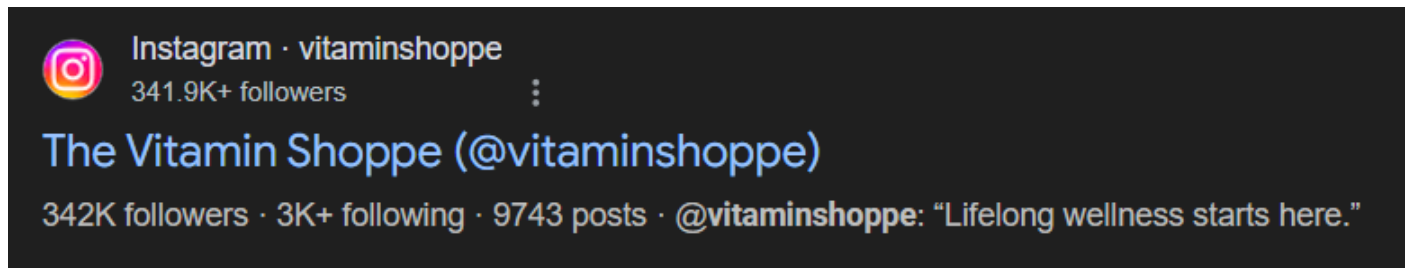
with a knowledgeable health enthusiast about vitamins, supplements, and more. Free in-store pick up is available for this location plus 750+ stores.”

We’ll include credible and accurate information about our store.

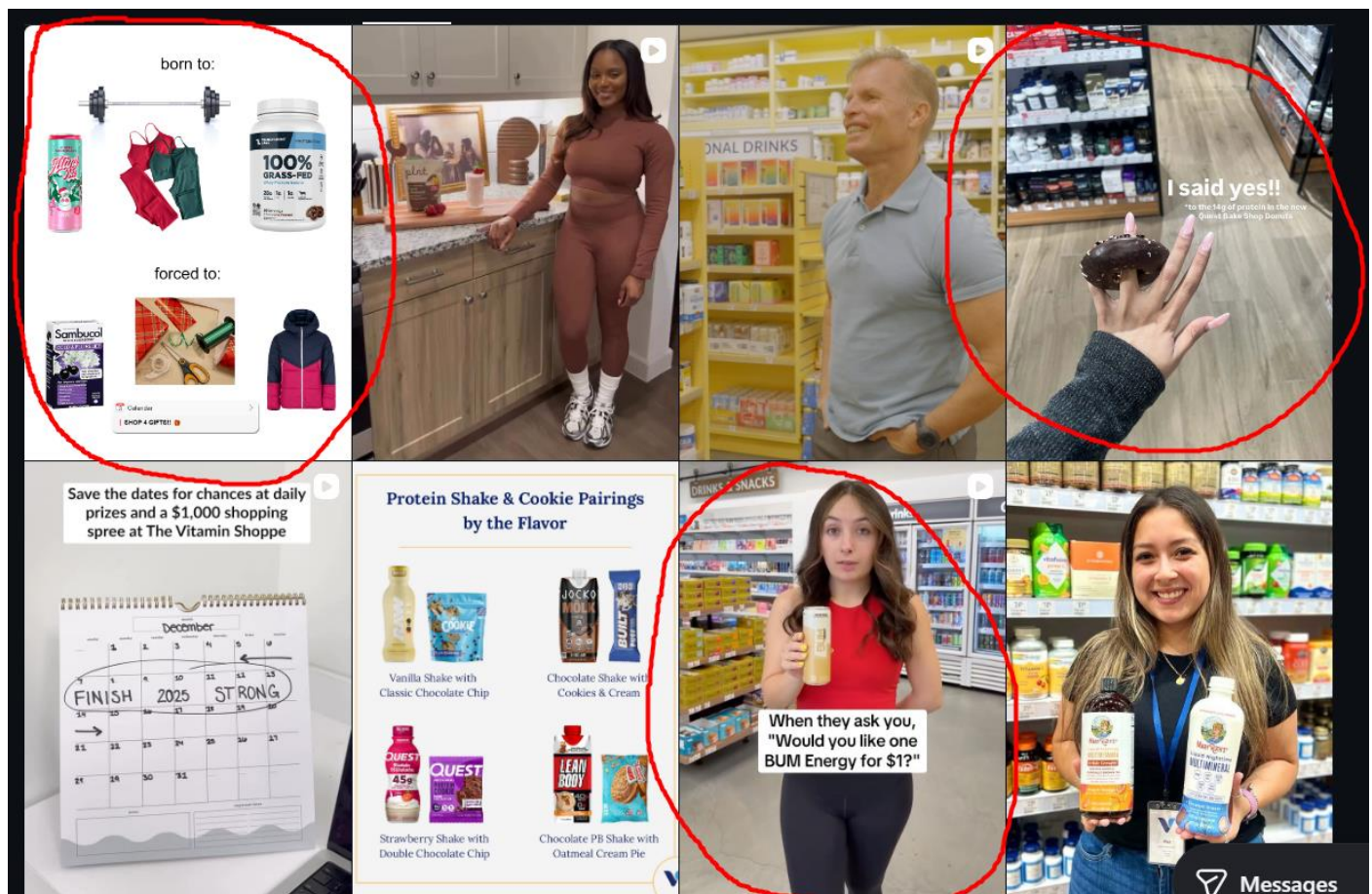
Alternatively, if PureLesera does not have a physical location, we will opt for **Yelp**. We’ll boost our rankings on yelp by replying to all sorts of positive feedback. We’ll also ask our employees to leave reviews on Yelp to further boost the visibility our Yelp review page.

Exhibits

1. Exhibit 1



2. Exhibit 2 (Funny content to promote product)



3. Exhibit 3



X · VitaminShope

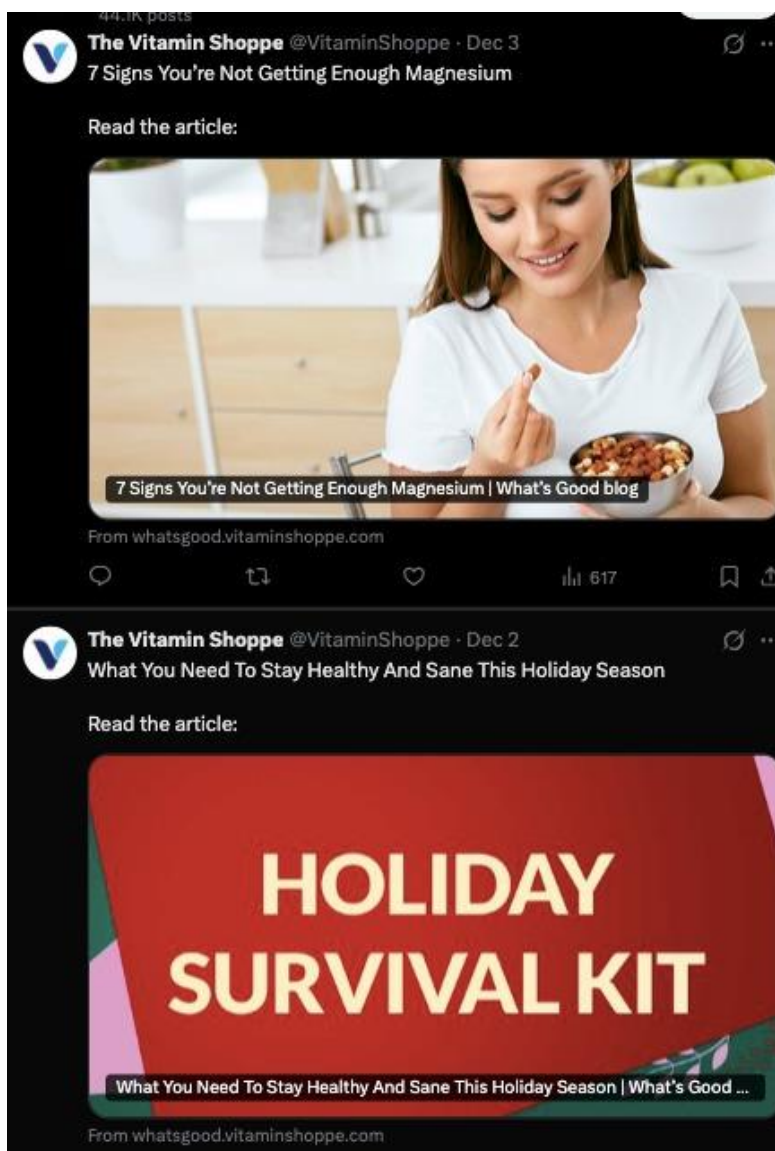
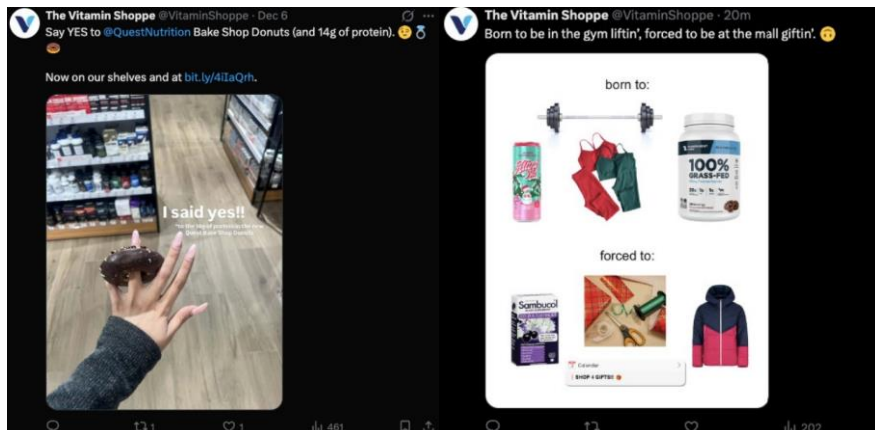
324K+ followers



The Vitamin Shoppe (@VitaminShope) / Posts / X

Free sips & chews await you in-store this weekend. ✨ Visit The Vitamin Shoppe this Saturday (12/6) through Sunday (12/7) to sample @use_cadence Electrolyte ...

4. Exhibit 4



5. Exhibit 5

Sponsored result



vitaminshoppe.com

<https://www.vitaminshoppe.com/sale>

The Vitamin Shoppe® Official - Free Shipping On \$35+

No Matter Which Direction Your Journey Leads, We'll Help Keep You Moving Forward. Discover A Huge Assortment Of Supplements, Proteins...

Store Locator

Find A Nearby Store With Over 625 Stores Across The Nation.



20% Off Orders \$60+

When You Buy Online & Pick-Up In Store. Use Code TAP2PICK. Ends 12/7



Unlock 15% Off

Your Next Purchase When You Sign Up For Texts!



Food And Drinks

Shop Our Food And Drink Collection To Support Your Wellness Goals.



Join Healthy Awards®

Earn Points, Perks, and Awards Based On How Much You Spend.



Google Play

<https://play.google.com/store/apps/details?id=vita...>

The Vitamin Shoppe - VShoppe - Apps on Google Play

The Vitamin Shoppe app is the fastest way to shop 1000s of the hottest buzz-worthy personal health supplements and nutrition products with easy ways to ...



Yelp

[https://www.yelp.com/.../Vitamins & Supplements](https://www.yelp.com/.../Vitamins%20Supplements)

THE VITAMIN SHOPPE - CLOSED

Yelpers report this location has closed. Find a similar spot. The Vitamin Shoppe. 4.5 (4 reviews). \$\$Moderate Vitamins & Supplements · Add Review · Call.



MapQuest

<https://www.mapquest.com/.../Tennessee/Nashville>

The Vitamin Shoppe - Nashville

The Vitamin Shoppe, located at **3175 Lebanon Pike**, is your go-to for all of your health and wellness needs. We've got the widest range of vitamins, minerals, ...