

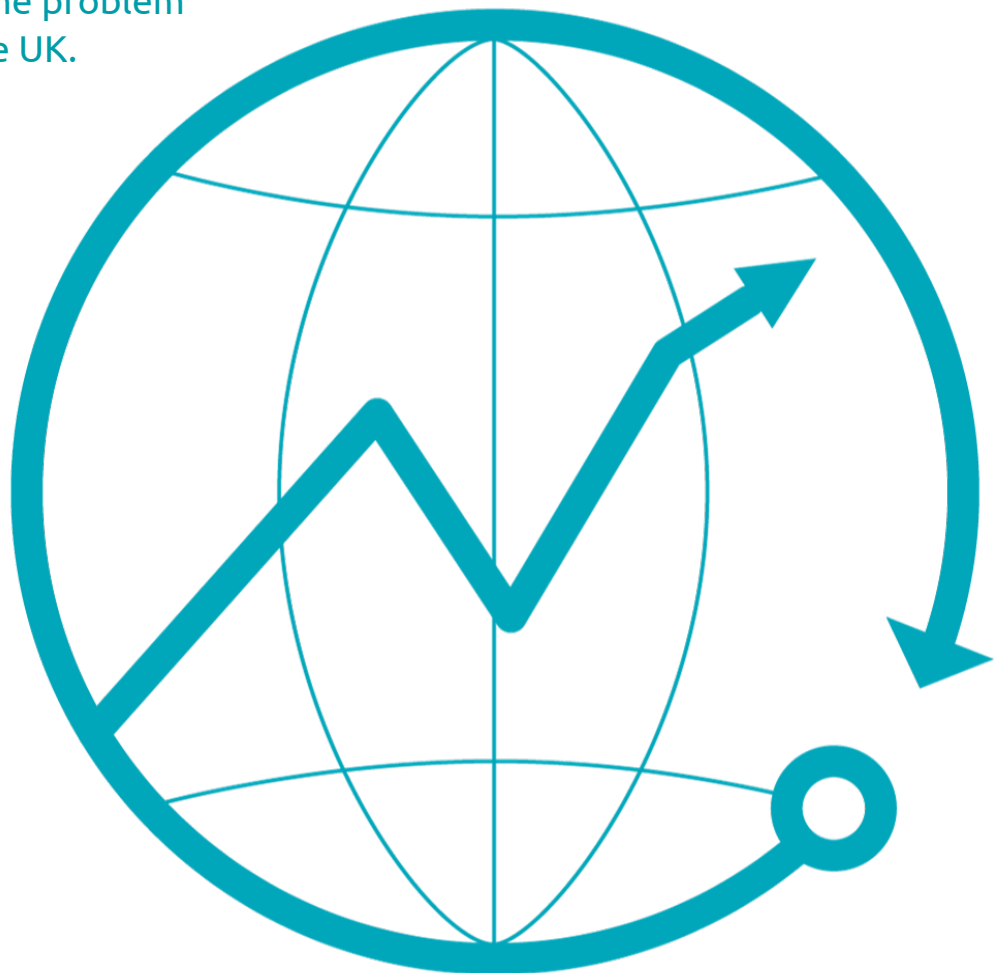


The Reputation Experts

The Reputation Report 2018

Commissioned by Igniyte

In 2018 and beyond, protecting a positive business reputation is a real challenge and reputational risk is a big worry. Igniyte's latest research, The Reputation Report 2018 - commissioned with OnePoll - looks at the scale of the problem facing businesses in the UK.



The Reputation Report

In a 2018 study commissioned by Igniye, 500 business owners, higher decision makers, strategists and marketers representing organisations across the UK were asked to consider issues relating to the online reputation of companies and how it impacts their business.

An overwhelming

ONE IN THREE


31% of businesses say negative content online has already damaged their business.



ONE IN THREE



is also worried about the impact this kind of material could have on their business and its future value.



This negativity comes in many forms. The most damaging is negative media coverage, reviews, content posted by competitors, malicious posts by employees, social media posts and negative coverage about key executives.

Negative media has damaged or concerned

46%

of businesses, **up 29%** in the past 4 years.



Bad reviews are causing problems for **41%** of businesses, while **almost a third (31%)** feel their online reputation has been damaged by social media posts.



31% of businesses are being affected by inaccurate or malicious posting by employees (past/present)



25% say that negative content posted by competitors is their main problem.

Negative coverage relating to key executives' personal profiles has affected **23%**.

Regionally, businesses in Wales **43%**, Yorkshire and Humber **40%** and London **39%** have been hit hardest by negative online content.



The biggest future worries are negative press coverage, negative content and negative social media.



And failing to manage negative content is costing UK businesses dearly with 1 in 20 reporting a staggering loss of £500K because of damaging online content.

5% of businesses lost between

£100K
AND
£500K

Another **1 in 7** says poor online reputation has cost them closer to

£50K



The top **3** future business concerns/threats to online reputation are negative press coverage (**26%**), negative content (**20%**) and negative social media and reviews (**20%**).



When it comes to online presence...

95%

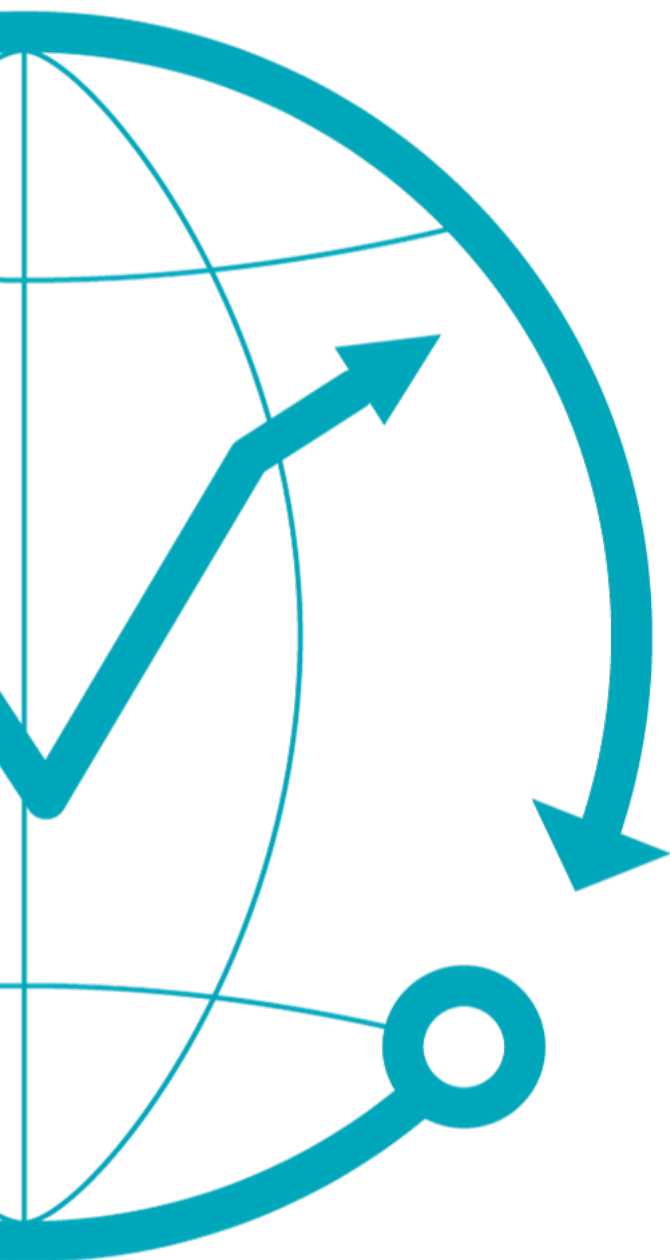
of SMEs are now actively looking to monitor their own



21% say they are using specialist tools and alerts.



17% are enlisting the help of expert reputation companies, like Igniyte, (up from **10%** in 2014).



igniyte

The Reputation Experts

Igniyte are the experts in reputation management, supporting companies, brands and individuals, in building a strong online presence. We consult on a wide range of online reputational issues, including:

- Google rankings
- SEO
- PR, content and social media
- Review management
- Removing negative/defamatory content
- Privacy
- Crisis communications
- Reputational risk

For more information please contact Simon Wadsworth at simon@igniyte.com or call **+44 0203 542 8686**

The Reputation Report 2018 is the latest in a series of reports produced by Igniyte. It details our latest research findings, to help companies of all types and sizes understand the scale of reputation concerns and reputational risk for UK companies.