Digital Intelligence

Goals and challenges of an online presence

What's the best way to simultaneously maintain an online presence, protect your digital identity and set up a consistent, positive and well-managed ecosystem?

Now more than ever, the importance of managing and protecting identities and brands in the digital world is becoming very clear. Most individuals, companies, organisations and brands have a more or less controlled online presence and must constantly monitor and manage their e-reputation. But choosing the right strategy for your online presence and the right resources to use are often the most difficult steps.

To adopt the optimal strategy for managing and controlling your e-reputation, it is necessary to understand the goals and challenges of an online presence.

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Protecting your digital identity

The most vulnerable businesses and individuals are the ones who, to avoid exposure or due to a lack of resources or information, have opted to leave their place vacant by failing to take control over their online identity.

Since anyone can post anything online and easily fill the top search engine positions with information that is most likely inaccurate, the risk of defamation and identity theft is high in the digital world. As in the real world, an ounce of prevention is worth a pound of cure because it is considerably more expensive to correct a problem after it has occurred.

The first step in establishing an online presence is the creation, and then protection, of an identity. For this, the initial instinct must be to reserve the most coherent domain names to prevent any third parties from using them for defamation purposes or cybersquatting. The same goes for social networks. Reserving your name and personalised URL on Facebook, Twitter, LinkedIn, Viadeo etc. does not necessarily require you to have an active profile but allows you to protect your identity on these platforms, which are essential and very influential in terms of referencing. Although in some people's minds, social networks are limited to Facebook and Twitter, experts in this field can protect an identity on up to 350 networks!

Towards a consistent digital ecosystem

The second step involves taking control of one's digital ecosystem to establish it in the digital universe consistently and over time. To be visible, you must be regularly active, and to be credible, you must remain consistent. The best way to do this is to adopt an integrated strategy linking your website, social networks and online content publication.

To ensure optimal control of your digital footprint, you must control the most authoritative information sources and key positions in search engines. An article about your company, your brand or you on the website of a local paper, for example, is out of your control. But referencing a website, a blog, social media profiles, press releases or any other form of text with managed content is a good way to control your identity, to ensure consistency and to keep the upper hand.

Once you are visible and active, you are obviously also more exposed to criticism and thus easier to attack. This is why it is important to monitor comments and actions, both favourable and unfavourable, and to establish digital intelligence and e-reputation tactics.

Digital intelligence & e-reputations

Monitoring one's online presence, whether this presence is intentional or created by others, is extremely important. Many tools have been created over the past few years to make this task easier, at least in theory. It is important to choose the right ones, configure the right settings, and monitor them daily. In the digital world, you must constantly be updated on the latest publications and comments (whether positive or negative) so you can take swift and appropriate action, for example within the framework of a CRM social strategy.

In conclusion, to manage your e-reputation, it is essential to develop communities around your identity and actively participate in the conversations. However, creating a dialogue with Internet users and encouraging them to get involved in the relationship is a daily task that requires time, resources and sector-specific expertise.

Digital influence and crisis management

To guarantee a strong, consistent online presence, it is essential to establish the correct positioning and communication strategy so that the messages you send are adopted and adapted at all the key points in the networks. Although the messages are essentially the same, they are not communicated in the same way on a website, Facebook and Twitter. To adapt a message's form without changing its content, it is crucial to understand the different platforms and how they work. You need to be consistent if you want to be credible and influential.

Just as you must adapt to the media used to send a message, you must also take into consideration the audience you are addressing. Members of a community – followers, likers and opinion leaders – have different levels of involvement and influence. And although most of them will have a positive attitude, others may confront or even try to provoke you – these are the advantages and disadvantages of the communication opportunities offered by social networks. It is therefore essential to decode, interpret and adapt messages for the different receivers.

When a company allows Internet users to express themselves, they also run the risk of being criticised or even attacked. A warning that goes unnoticed or a viral message that is not handled can quickly escalate into a crisis situation for a company and undermine all the efforts made to establish its brand image and e-reputation. But if you know how to circulate your message through the right networks and in the right way, you can significantly boost the breadth and depth of its positive domino effect.

Digital Profiling: a growing trend

Although we hear a lot about the role of an online presence for a company or brand, the importance of individuals' online presence must not be underestimated. More and more people from all generations are becoming visible and active online, especially on social networks, and this can have a major impact on their professional lives. It is now standard procedure to run a quick Google search on people's names to see if they are reliable before agreeing to work with them. More and more employers are interested in current or future employees' and associates' digital footprints and online behaviour.

Everything leaves a trace on the Internet: references, comments in forums and behaviour on social media. Employers are therefore forced to apply due diligence to the information they can find online about their executives or other persons with high levels of responsibility. Digital Profiling is a response to the growing need for company heads and human resources managers to perform background checks of certain people under conditions of complete confidentiality and with the assistance of experts in the digital sphere.

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About KBSD, what makes us special

We are a team of specialists encompassing all aspects of the digital world, from websites and SEO to social media, digital marketing, e-reputations and more. Our agency primarily focuses on digital intelligence and building the e-reputation of our clients, which include businesses, institutions and individuals.

To ensure that we meet all of our clients' needs, our team is comprised of experts with complementary know-how: entrepreneurs, strategists, designers, developers, community managers and computer geeks.

The diversity and abundance of our team's skills enables us to help our clients define, implement and manage an effective strategy for their Internet presence, including protection and management of their brands, online identities and digital ecosystems.

Mélanie Gerber
Client Director

Marketing professional with over 7 years of experience in digital intelligence, Melanie acquired her expertise in public relations, communications and advertising in various agencies in Paris, London and Geneva. Her multinational profile is critical to the culturally sensitive missions KBSD is faced with.

Mathias Rouverer
Key Account Manager

Responsible for client reporting and social intelligence engineering for more than 2 years, Mathias is a young and reliable member of the team with previous digital marketing experiences in London, Barcelona and Shanghai.