

BODYGUARDS GO DIGITAL

How a Swiss company is changing the landscape of online reputation management

It's common knowledge that protecting your personal identity and safeguarding your reputation is complex in the off-line world. But the past few years of online communication theory and practice, as well as the increasingly demanding nature of hyperconnected audiences, have established the undeniable fact that reputation management's most important battlefield is the Internet.

“ Our customers need to know in real time what the Internet is saying about them „



KBSD, a Swiss-based digital intelligence and e-reputation management company has announced the launch of a tailor-made “Digital Bodyguarding” tool which is based on the work they have been doing for the past 5 years with luxury brands, financial institutions, heads of state, party leaders, and Fortune 500 companies.

Most digital communication professionals agree that online assets need comprehensive and daily monitoring. However, as the online universe expands and new social platforms gain traction, it has become difficult to keep a tight grasp on what’s being said and, most importantly, how to deal with it.

KBSD decided to take the real-life concept of body guarding and apply it to the digital world. Their new tool is based on in-house technology they have developed by allying the know-how of technical experts specialized in information security, digital marketers who cater to high-end brands, and digital reputation managers who have a deep understanding of public perception and strategic information management.

Public figures

Top executives, politicians, and celebrities all stand to lose a great deal in the event of a cyber-attack, leaked sensitive information, or a PR crisis. Today’s integrated communication dynamics make it easier than ever to fall victim, and it becomes extremely difficult to recover from them. A microphone you thought was turned off, a stolen picture, leaked information or a PR blunder can spread like wildfire from the deep web to the first page of Google. Publically exposed individuals need to monitor and control information, a task that requires time, skill, and expertise to manage effectively.

This is where KBSD’s Digital Bodyguarding suite comes in. Until today, reputation management tools have been geared towards the tech-savvy, DIY type of user, with a rather shallow approach to reputation management. KBSD upped the ante in the quality of service and availability of its “Digital Bodyguards” who keep a 24/7 watch from their War Room, but also in the scope of managed features. The focus has been put on the uniqueness of each individual and his needs, which may vary from monitoring his Wikipedia page to the surveillance of the deep web in order to detect mentions before they make their way to Google.

Brands

The power of an audience to influence a brand’s reputation has become one of (if not THE) biggest concern of marketing executives who have had to painstakingly adapt. If someone doesn’t like your brand, it is very easy to make themselves heard and for their negative comments and rants to make their way onto Google’s first page.

That is, if your brand doesn’t have a tight grip on your online presence and what KBSD founder David Scholberg calls a Secure Digital Ecosystem “Our customers need to know in real time what the Internet is saying about them.

Having a Secure Digital Ecosystem means surveillance and the resources for a rapid response. Each solution is bespoke, one client needs tracking on Google, Baidu, and Yandex. Another needs Google News and Wikipedia.”

An effective way to cater to a brand’s audience is to make sure they are acknowledged, but an equally important aspect which is often overlooked is protection from unexpected threats that can spiral out of control. This is why KBSD feels it is equally important to offer this service to brands.

How it works

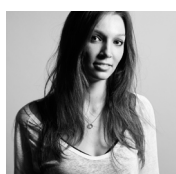
The web-based tool is hosted on a dedicated, secured website (www.digitalbodyguarding.com) and offers 4 distinct packages. They all start off with an audit and a digital profile, as well as a 1-to-1 training session. They also all offer search engine monitoring, deep web alerts, Wikipedia and other web page tracking, data protection services, and a direct 24/7 emergency line to their digital war room. The bigger the package, the more you can do within each feature. For example, the basic scheme offers search engine tracking for 3 queries in two languages, and the most expensive one gives you the possibility to track an unlimited amount of queries in any country or language in the world.

What they call the “Dedicated” package is the armored Mercedes of online reputation management. You get a dedicated account manager, text message alerts, weekly personalized reporting, and hours of crisis management advisory services.

The idea here is to be safeguarded by innovative technology and advised by experts. And in the end, it all boils down to liking what you see when you google yourself or your brand.

Today, everyone uses search engines to look up people and brands they encounter on a daily basis. What do they see when they google you?

“What do they see when they Google you?,”



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.



Michel Seris
Digital Wizard

Always on the lookout for digital innovation, Michel is a uniquely knowledgeable professional who believes that the moment information is made public, it is already outdated. Rigorous, fast-learning and creative, his web design and development skills allow him to blend ergonomics and functionality to craft strong messages through unique user experience.