

# Online Reputation Management



Transmission Private is the leading communications advisor to successful individuals and families. We are a global leader in advising entrepreneurs, executives, and their businesses on their online reputation management, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

Successful individuals and businesses leverage a positive online reputation to give themselves a competitive edge in business, shaping people's perceptions of them positively, providing a strong basis for building new relationships, and, ultimately, positioning them in the right way for success.

We have worked alongside some of the world's most successful individuals, taking control of their reputations online as well as protecting them from unfair damaging content.

Our Online Reputation Management team is quick-to-act, strategic, and adept at navigating the fast-moving world of digital. The team has years of experience helping individuals harness the latest technology to take control of their online reputation, and put their best foot forward.

Our team is discreet, resourceful, and aggressive when required.

## Our service

Our Online Reputation Management team acts for individuals who want to build a positive reputation online, as well as those facing destructive attacks to their online profile.

### Our key services include:

- Strategic communications advice on personal, executive, and corporate positioning;
- Putting in place strategies to manage online search presence;
- Ensuring your online profile is up to date, representative, and positive;
- Conducting comprehensive audits of your existing online reputation;
- Coordinating digital media campaigns to run alongside online reputation management strategies;
- Creating and strategically placing positive, representative content online;
- Ongoing management of new digital reputation assets, such as new websites;

- Gameplanning legal and takedown requests;
- Intelligence gathering on online reputational attacks;
- Monitoring and managing online and social media risk;
- Implementation of search engine optimisation (SEO) strategies;
- Evaluating and monitoring reputation and digital footprint.

Every client requires a personalised work programme, and our experienced technical team will devise a plan that meets your specific needs.

## Our experience

Our team has supported a wide variety of clients who want to manage their reputations online.

### Our recent highlights include:

- Taking control of an entrepreneur's (£120 million) online reputation, enhancing their credibility amongst investors and financial institutions through selective, strategic coverage and online content.
- Implementing a reputation repair programme for the CEO of a private company who had been subject to a vicious, activist-driven campaign to damage their personal reputation.
- Rewriting and managing the online profiles of a next-generation family member to enhance their professional credentials and standing.
- Transitioning the online profile of a green energy entrepreneur (£250 million) to that of a technology investor after the sale of their business.
- Acting for a prominent female CEO of a FTSE-250 company to establish her profile online as a leading, respected voice for diversity in the Board room.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

**SPEAR'S500**<sup>2020</sup>

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

**SPEAR'S500**<sup>2019</sup>

## For more information

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