

ASK ADVISORY



EXPERT RECOMMENDATIONS TO MEET  
YOUR REPUTATION GOALS IN 2023.

WHAT REPUTATION GOALS SHOULD BUSINESSES WORK TOWARD IN 2023?

FOCUS ON KEY ASPECTS OF YOUR REPUTATION THAT YOU WANT TO IMPROVE IN 2023.

KNOWING WHAT YOUR FOCUS IS EARLY ON ALLOWS YOU TO DRIVE CONSISTENT MESSAGING NO MATTER WHAT THE YEAR BRINGS.

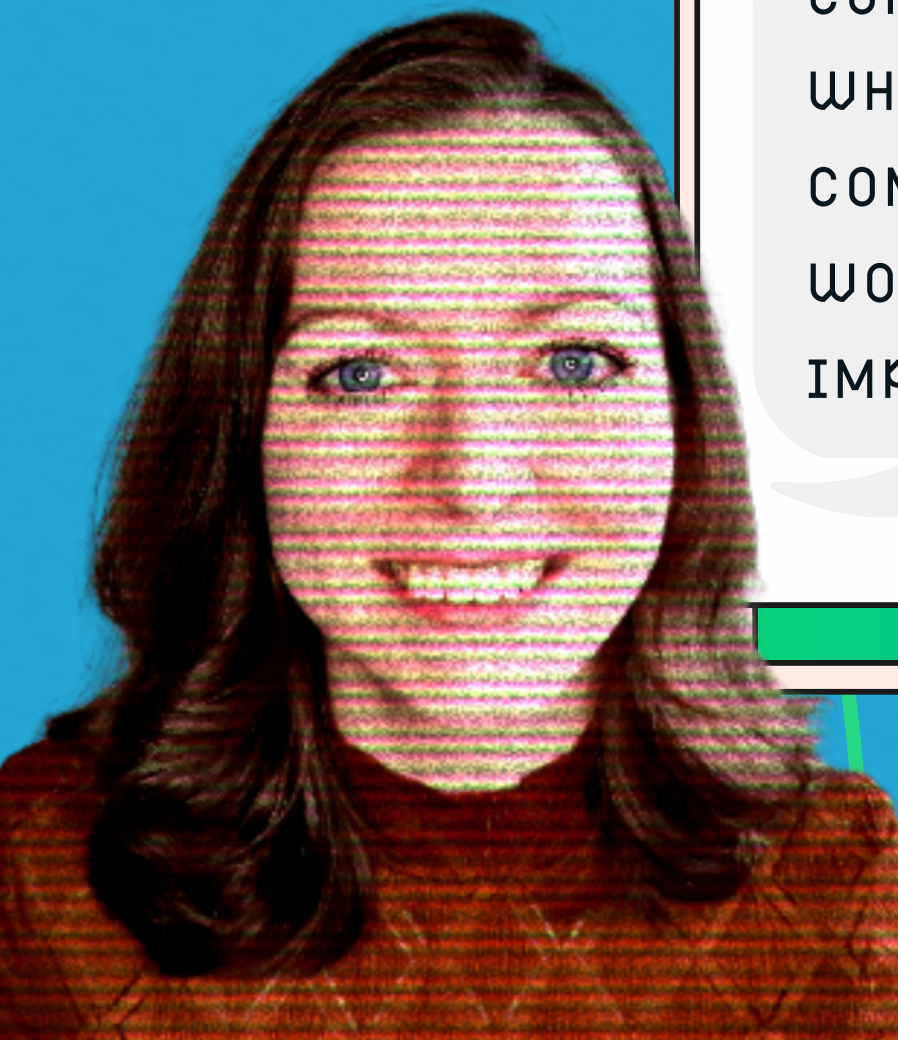


HANNAH MERRITT  
DIRECTOR, ADVISORY (EMEA)

WHAT REPUTATION GOALS SHOULD BUSINESSES WORK TOWARD IN 2023?

THOUGH THEY MAY FEEL TEMPTED TO, COMPANIES SHOULDN'T PUT ESG INITIATIVES ON THE BACK BURNER.

COMPANIES *SHOULD* COMMUNICATE WHAT THEY DO TO AID LOCAL COMMUNITIES, THEIR OWN WORKFORCE, AND LESSEN THEIR IMPACT ON THE ENVIRONMENT.

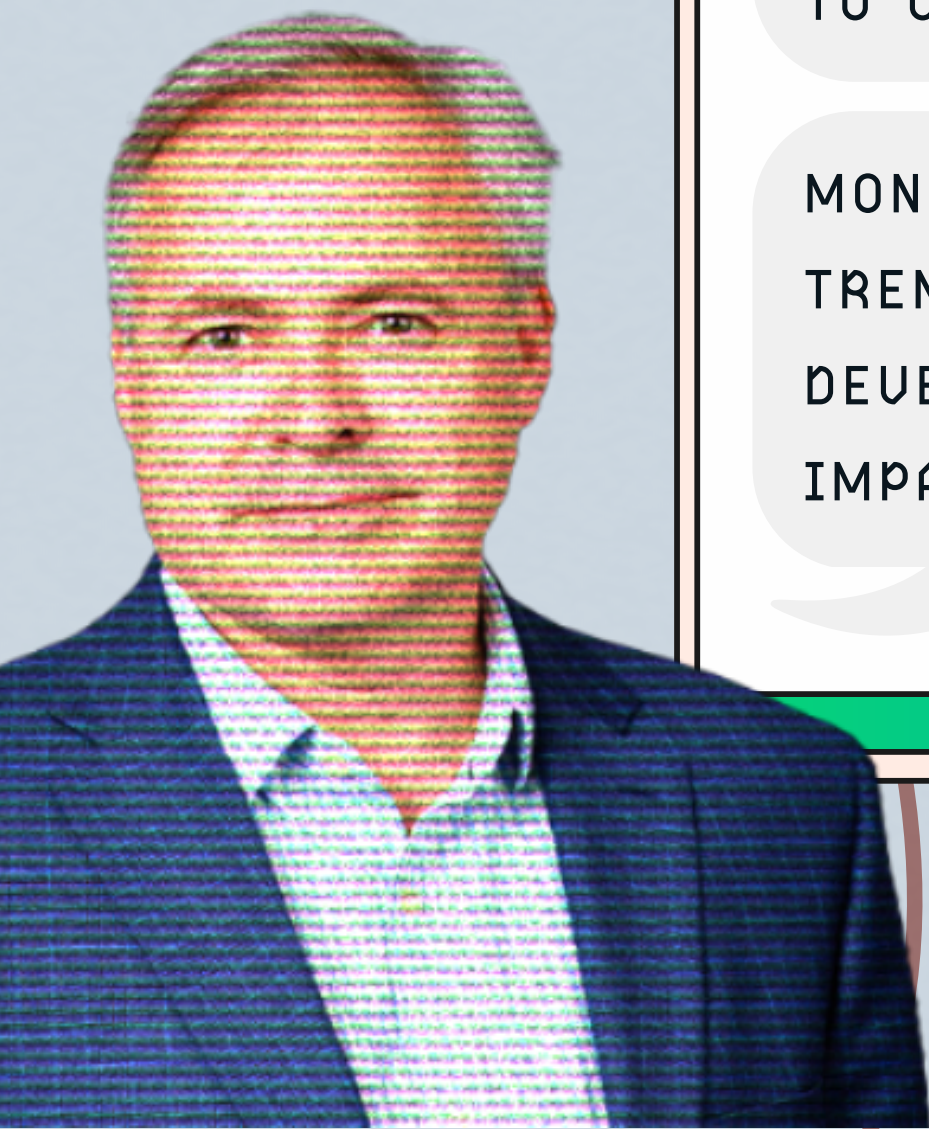


NADINE KLEEVEN  
DIRECTOR, ADVISORY (EMEA)

WHAT REPUTATION GOALS SHOULD BUSINESSES WORK TOWARD IN 2023?

IN A POST-PANDEMIC ENVIRONMENT, SHIFT YOUR COMMUNICATIONS FROM DEFENSE TO OFFENSE.

MONITORING SOCIAL *AND* MEDIA TRENDS CAN HIGHLIGHT HOW DEVELOPING STORIES ARE IMPACTING YOUR REPUTATION.



ANDREW LAING  
SVP, MEDIA (AMERICAS)

WHAT REPUTATION GOALS  
SHOULD BUSINESSES WORK  
TOWARD IN 2023?

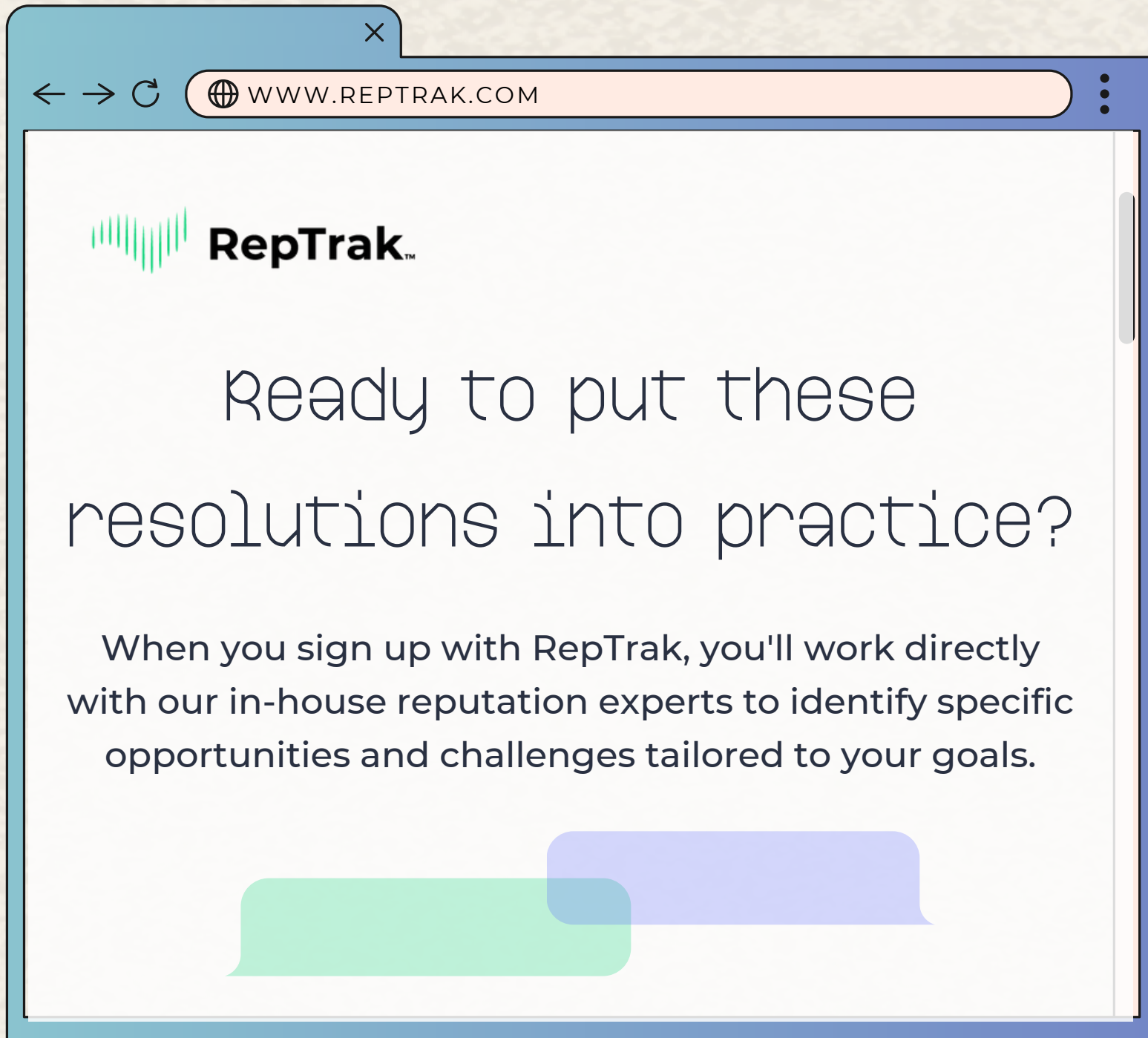
ANTICIPATE OPPORTUNITIES  
THROUGHOUT THE YEAR ACROSS  
DEPARTMENTS IN YOUR COMPANY.

THEN YOU'LL BE ABLE TO EXPLORE  
FRONTS THROUGH A DIVERSE AND  
COMPREHENSIVE APPROACH, RATHER  
THAN RELYING ON ONE TEAM.



MARCELA FERREIRA  
SENIOR DIRECTOR, ADVISORY  
(AMERICAS)

ASK ADVISORY




The image shows a browser window with the URL [WWW.REPTRAK.COM](http://WWW.REPTRAK.COM) in the address bar. The page content includes the RepTrak logo, a main heading, and a descriptive paragraph.

**RepTrak™**

## Ready to put these resolutions into practice?

When you sign up with RepTrak, you'll work directly with our in-house reputation experts to identify specific opportunities and challenges tailored to your goals.

Below the text are two overlapping speech bubble shapes, one light green and one light purple.

 [VISIT REPTRAK.COM](http://WWW.REPTRAK.COM) 