



PR News Crisis Bootcamp

“Case Studies: Crisis Plans That
Reposition a Brand for Success”

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#PRNews

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About Status Labs



Founded in 2012, Status Labs is a premier digital reputation management, online marketing, and public relations firm with offices in New York, Austin, Los Angeles and São Paulo.

We help build powerful and positive reputations via effective digital marketing and PR strategies.

We specialize in:

3 Phases of Crisis Communications

- Pre-Crisis
 - Crisis Planning
 - Proactive Preparations
 - Build web assets
- Crisis Response
 - Determine severity
 - Mitigate damage
 - Communicate (cover all affected platforms/outlets)
- Post-Crisis:
 - Adjust messaging to keep stakeholders close
 - Polish digital reputation



How can you **PROACTIVELY** prepare for a crisis that has not yet hit?

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Build web assets that can be activated when a crisis hits.

Pre-Crisis: Proactively Prepare

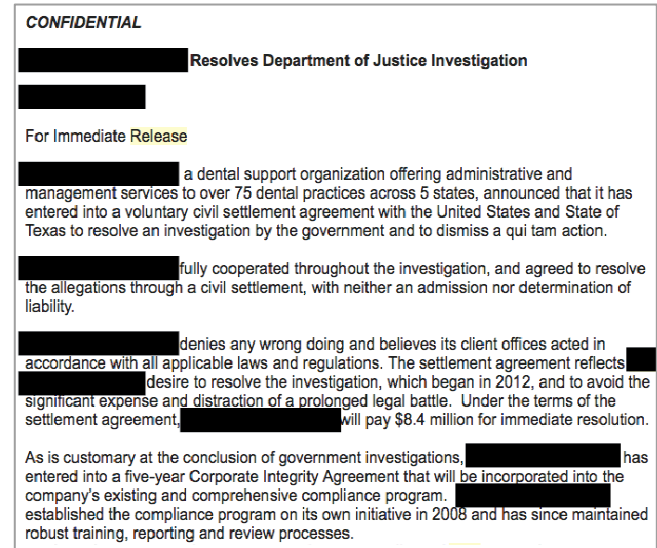
- Social Media Platforms
 - Regularly update and populate
- Positive PR
 - Launch a campaign geared towards valuable digital coverage
 - Leverage wire distributions for press releases
- SEO Strategy
 - Ensure PR coverage “lives on”
 - Boost positive/strong/relevant content
- Thought Leadership + Contributor Profiles
 - Get executive leadership involved

Case Study: Molar Dental Group*

Crisis: *Expecting negative press from a court settlement going public.*

Prepared for a crisis on social media, and built web assets that could be activated once crisis hit:

- Built foundation of positive/strong content
 - podcasts /interviews with CEO
- Drafted messaging and statements
 - Tweets, FB responses, press release
- Created a communications “funnel”
 - Identified main contact to respond to all comments concerning crisis



*Name changed to comply with NDA

How can you **MITIGATE** the **DAMAGE** when a crisis actually hits?

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Commence honest communication with customers and stakeholders via social and traditional media outlets.

Crisis Response: Take Action

- Determine Severity
 - How bad is it? What needs to happen now?
- Mitigate damage
 - Immediately fix what has been “broken”
(e.g. Recall, put distance between individual in question, update policies)
 - Apologize (sincerely!) if necessary
 - Behavior change: Take steps to ensure that situation is not repeated
- Communicate
 - Utilize prepared messaging and statements and disperse across social media and traditional media channels
 - Respond to every comment concerning crisis with agreed upon messaging

Case Study: *Neon Lipstick Co.**

Crisis: *Popular cosmetics brand receives FDA warning letter regarding a banned ingredient present on the label of one of its products*

- Severity: Very bad. The company already had a controversial history and its product ingredients had been called into question in the past.
- NLC determined that the ingredient was not actually present in the product and issue was a labeling error. Sent the product to an independent lab for verification.



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Case Study: *Neon Lipstick Co.* (Continued)*

Crisis: *Popular cosmetics brand receives FDA warning letter regarding a banned ingredient present on the label of one of its products*

- Released statement through social media and had it on hand for journalist requests. Created “facts and fiction” landing page addressing FDA letter and previous controversies the letter brought back into the spotlight.
- NLC hired additional customer service staff to respond to each comment and question they received regarding the letter



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How can you **REBUILD** after a crisis?

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Integrate digital reputation strategies to ensure your brand is reflected well.

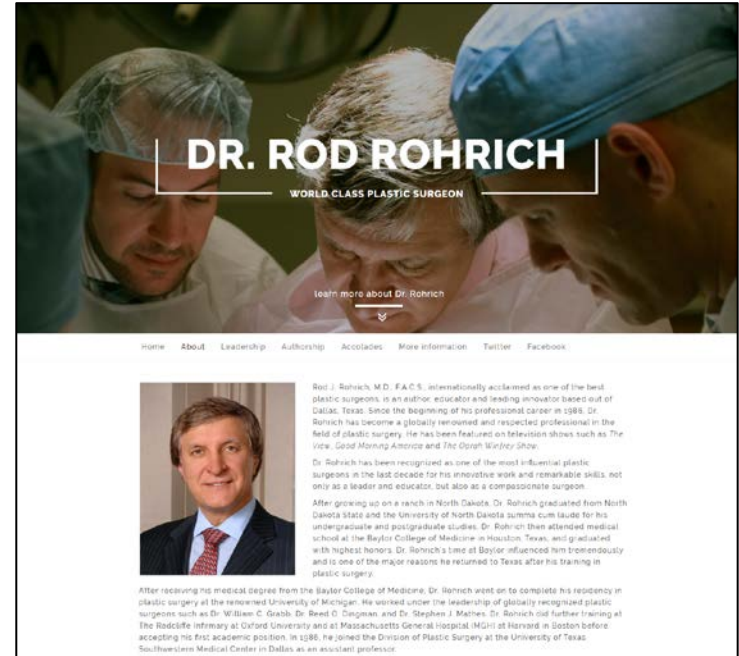
Post-Crisis: Rebuild Your Brand

- Positive PR
 - Communicate company's mission
 - What are you doing to move forward?
 - Employ thought leadership efforts
 - Generate content for executive team
- Digital reputation management
 - Suppress negative links from front page of Google search results and replace with neutral or positive properties

Case Study: Dr. Rohrich

Crisis: 4 negative links in Google results following negative media cycle

- Build out positive web assets
- i.e. Personal Website Development
 - Second site for Dr. Rohrich highlighting his achievements in the plastic surgery industry
 - Optimized to rank high in search results
 - Showcased a relevant and positive profile of Dr. Rohrich



Wrap Up

While your reaction to a crisis is important, being proactive and planning for a crisis is crucial. If you build a strong foundation, your brand will be unshakable even in the worst of crises.

Takeaways:

- Be proactive! Build out positive properties early on.
- Utilize SEO experts to ensure these properties rank well.
- Plan for a crisis, even if you NEVER think one might hit.
- Rebuild post-crisis with reputation management tactics.
- Integrate efforts for PR + SEO for maximum brand success.

Questions?

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