CRISIS MANAGEMENT STRATEGY

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NOTE TO READER:

Certain details, jobs roles, statistics and figures are guessed, estimated and fabricated based on research, knowledge, and experience to give completed example of what should be included within the document.

PART I: OVERVIEW

1.1: Introduction

Throughout this Crisis Management Strategy document, potential issues will be considered before setting forward a comprehensive, structured strategy with a 360-degree communications viewpoint. The strategy will outline a through-the-line, multi-faceted methodology with the goal to reach all potential target audiences, via all available channels across the digital landscape.

The document details proactive activity to build a solid reputation management foundation as well as detailing necessary steps of critical situation process. Evaluation, measurement and continuous improvement processes are contained within the strategy, with the aim of creating a 'living' document that can be continually updated as planning amendments are made.

1.2: State of the Industry

As of 2023, the global skin gaming market was valued at approximately $7 billion. Within this, the CS skin market alone is estimated to be worth around $1 billion annually. Reports indicate that there are over 20 million active participants in skin gambling, with a significant portion of the user base being under 30 years old.

In 2018, an estimated $5 billion worth of skins were wagered, reflecting a compound annual growth rate (CAGR) of about 10% since 2016. The number of active skin gaming websites remains high, with over 100 sites operating globally. The industry's growth is fueled by the continued popularity of esports and online gaming among younger demographics.

1.3: CS:GO Roll Within the Industry

CS:GO Roll is a prominent platform within the industry. The site has attracted a significant user base, with active participation; over 1 million registered users, with daily active users ranging between 20,000 to 30,000.

1.4 Demographics

USERS BY GENDER

- 24.2
- 75.8

■ Male ■ Female ■ ■

USERS BY AGE

48%
27%
15%
5%
2% 2%

Category 1

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+
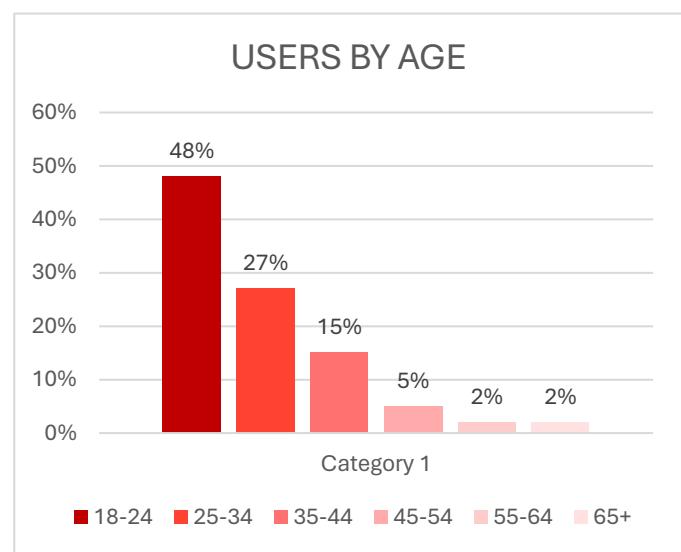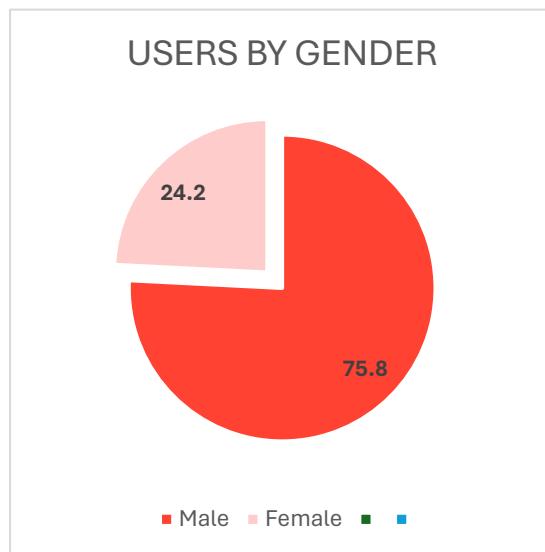
PART II: SITUATION ANALYSIS

Below is a critical analysis of potential accusations and criticisms which could appear across digital platforms from traditional media, online platforms, online forums, social media, or within other parts of the global esports' community.

2.1: Potential Criticism and Accusations:

As with any industry, the skins gaming sector comes under a lot of scrutiny, calling for higher vigilance. Criticisms and accusations can include:

- Don't do enough to **protect potential gambling addicts**:
- Have many **underage players** and don't do enough to ensure that minors do not have access to play
- The site is not secure enough and is vulnerable to **cyber security attacks** and data breaches – especially after the attack from CSGO Empire
- Users' **details are being sold or otherwise misused**
- That CS:GO Roll is a scam and **rigs games**

2.2: Impact of criticism:

The potential impact of criticism published either in media or spread across the various communities could have an affect on various stakeholders across the company's network.

- **Consumers and users** could lose trust and therefore loyalty in CS:GO Roll, causing a sharp decrease in users, which in turn would lead to a significant decrease in revenue.

- **Government gambling commissions** could launch investigations if they feel that lawful practice is not taking place, leading to expensive legal proceedings and the possibility that certain countries ban CS:GO Roll from operations within their country.

- **Investors and shareholder**, perceiving that CS:GO Roll is not a reputable company, could pull financial support from the company if negative information or false accusations of this kind are discovered, thus leading to a significant reduction in financial stability for the company.

- **Employees** globally could take issue and leave the company taking their talent with them – additionally potential talented employees may decide not to join because the company's reputation has been marred.

- **Corporate partners** may decide to call off operations with CS:GO Roll if the company is deemed untrustworthy, to not be linked with any misdeeds.

2.3: Competitor Analysis

CS:GO Roll has been placed at Number 3 in the Top 5 companies within the skins gaming industry.

1. DMarket
2. Hellcase
3. **CSGORoll**
4. CSGO Empire
5. Farmskins

DMarket (Market Share – 16%)

DMarket is a Ukrainian marketplace known for its wide range options with 11 million skins in stock. It is known for its F2F trading function and its easy to use mobile app supporting all desktop version functions. It also has the option to cash out money earned by trading

FOLLOWING: Instagram 33K   TikTok: 12.6M   Discord: 17K   X: 52.6K

Hellcase (Market Share – 12%)

Hellcase has a wide variety of games and offers a good assortment of cases. They also are 'newb friendly' offering attractive sign-up bonuses and daily free cases. Their social media activity is good, and they are known for strong operational scrutiny. However, one major criticism is the restrictions made to in-game skins.

FOLLOWING: Instagram 45K   TikTok: 1.3M   Discord: 12K   X: 575K

CSGO Empire: (Market Share – 9%)

CSGO Empire is known for its good peer-to-peer trading system with attractive bonuses and free case spins. Their active gambling license and outwardly perceived focus on fairness has won them respect within the esports community. However, certain practices which have led to false accusations towards CS:GO Roll mean that are in many ways, one of CS:GO Rolls biggest potential threats within the industry.

FOLLOWING: Instagram 23k   TikTok: 15.3M   Discord: 22K   X: 430K

Farmskins (Market Share – 6%)

Farmskins has engaging features, a wide variety of case themes and in many ways caters for all tastes. They have generous welcome bonuses and offer a number of promotions throughout the year and are known for a high level of security. However, despite having a trusted reputation, their system for case opening is not provably fair.

FOLLOWING: Instagram 4K   TikTok: 10.7M   Discord: 87K   X: 305K

2.4: "SWOT" Analysis

STRENGTHS:	WEAKNESSES:
• Currently in period of growth • Bringing in new talent • User friendly • Currently has solid reputation overall • Solid reputation management foundation • Loyal community • Effective policies for privacy, gaming and AML • Decent relationship with press	• Low social media number compared to competitors • Little crisis and reputation management activities previously • Many marcomms team members are new • No clear, focused messaging in place • Lack of C-suite visibility • Lost sponsorship deal
OPPORTUNITIES:	THREATS:
• Blank canvas for reputation and crisis management • New talent coming in which brings fresh eyes and new ideas • No clear, focused messaging in place allows for new ideas • Thought leadership opportunities	• CS:GO Empire • Many other competitors • Large community means many people to upset • Gaming commissions - if they follow Australia • Valve and Steam

Main points:

- While not much marcomms activity and reputation/crisis management has been instigated since the company's inception, the increase in team members will start to rapidly improve the situation and bring fresh and creative ideas for the company.
- Though a solid foundation has been created to combat potential reputation issues by securing important real estate on search engine first pages, there is a lack of focus in messaging, narrative and true brand identity – this however presents an excellent opportunity to start building a sustainable brand narrative from scratch without having to struggle against previous perception.
- The skins gaming industry is large with a huge number of competitors all vying for the top spot and attempting to poach users and discredit CS:GO Roll, especially from CSGO Empire who have already made attempts to do so. However, most also lack brand narrative and below-the-line marketing activity (it would seem from the outside) which leaves a gap for CS:GO Roll to fill.
- There has been little to no focus on the C-Suite/company leadership thus far. This opens up an opportunity for reputation management to build solid narratives and brands for company leaders to position them as experts in the field through thought leadership activity, both building trust, transparency and loyalty from consumers and increasing positive perception to corporate and governmental stakeholders.

PART III: CRISIS MANAGEMENT STRATEGY

The below crisis management strategy aims to outline to **proactive activity** that will be implemented in order to build and maintain the necessary brand perception for all stakeholders. This takes into account the importance of **brand continuity** and consistency, a growing community of consumers, investor and corporate interests, and the need to control digital real estate across 'search', 'news', 'images' and 'video' sections of Google and other search engines.

Activity should have **a 360-degree approach** with all departments acting in sync – for example: a story released in the press should be noted across social media, direct marketing, content marketing, blogs and other controlled assets. This ensures brand consistency and maximum reach for activity.

The strategy is presented into two sections: **consumer and corporate activity** – the latter taking into account both corporate and governmental stakeholders, as well as current and potential employees. Arguably, activity aimed at consumers can and will also affect the perception of corporate and governmental stakeholders due to the open nature of the internet and digital platforms as a whole, and vice versa – however this document splits it as such to elaborate on the audience at which the activity is specifically targeted.

3.1: Crisis Management Team:

The Crisis Management Team consists of a group of people across departments who are best suited to implement certain aspects of the strategy. Contact details at Appendix iii.

Regular monthly meetings will be held with the entire Core Crisis Team to ensure implementation is going according to plan, while members of the Extended Crisis Team will be brought to advise on specific activity. Weekly updates will be done with certain members as and when needed. For specific activities please refer to section 4.2 Team Responsibilities.

CORE CRISIS TEAM:	EXTENDED CRISIS TEAM:
- Chief Marketing Officer - Head of Public Relations - Head of Affiliates and Influencer Marketing - Social Media Manager - Digital Marketing Manager - Web Developer/Designer - Outsourced PR Agency	- Head of Compliance - Legal Counsel - Head of Customer Relations - Head of Partnerships - HR Manager - CEO

3.2: Brand Bible

A Brand Bible or style guide should be created to ensure consistency across all communications and to help build a solid brand. If this exists, it should be updated to include new messaging and used across all departments from marketing, social media and PR to customer support and stakeholder relations.

The details of the Brand Bible should vary according to targets and whether they are corporate or consumer focused (see Messaging: 3.3.2 and 3.4.2)

Aside from design elements, the Brand Bible should include:

- Tone and voice
- Terminology, verbiage and phraseology
- Messaging and pre-existing responses for social media, forums, customer support and crisis situations (see Pre-Created Messaging 3.5.2)
- Boilerplates for press releases, including contact information, social media accounts, and About information for the Notes to Editors section.
- Core values of the company which will inform messaging

3.3: Proactive Consumer Activity

Ongoing consumer communications should be implemented to ensure brand consistency and to solidify, control and maintain company narrative across the digital landscape. By building a strong foundation, reputation and crisis management situations are easier to dissipate.

3.3.1: Consumer Keywords:

TRUSTWORTHY   ENJOYABLE   CUSTOMER FOCUSED

3.3.2: Consumer Messaging:

- CS:GO Roll is an **ethical company** which uses **fair practices** to ensure that players are safe, their currency is secure and without the need to worry about scams or unsafe practices from the company or other users.
- CS:GO Roll provides a **safe space** for users to have **fun** trading and gaming.
- CS:GO Roll **cares about our customers,** providing quick and helpful customer support when needed on a **user-friendly platform**.

3.3.3: Proactive Consumer Crisis Strategy:

Media relations in consumer outlets:

Relationships should be created and maintained with key media journalists and bloggers. Media stories across strong publications ranking highly will create consumer engagement, spread awareness of new information, build positive brand perception and ensure the correct narrative is being seen across the 'Search' and 'News' sections of Google and other search engines.

Consumer based stories can include updates, CSR activity, game-based achievement, community news, player successes, new releases, thought leadership (see below: Thought Leaderships (consumer)) and more. Press releases will be released across newswires which can be aggregated by other publications and will often rank well, gaining more control of digital real estate with SEO-friendly content and specific messaging. One consumer story per month should be released for optimal results.

Thought Leadership (consumer):

Multiple marketing studies show that people buy from people – people that they consider to be like them. This is why influencer marketing is successful. CS:GO Roll should decide on a "face of the company" with whom thought leadership activity should take place. This shows a level of transparency and allows consumers to relate to someone who they can consider as a person just like them.

Thought leadership activity targeted at consumers includes media interviews and op-eds in consumer publications, social media content on CS:GO Roll platforms as well as their own, across consumer-focused social media platforms such as Instagram, TikTok and Twitch.

Social media activity (consumer):

Regular social media activity doesn't just help to engage consumers, it also tends to rank highly, which creates an attractive narrative and produces strong controlled assets on first pages on Google and other search engines. Paid campaigns should be implemented for important messaging and crisis response situations

Separate blog:

By separating the consumer blog and implementing a content marketing strategy for it, it creates an additional controlled platform which can rank well for a number of specific keywords, above competitors, while creating the right narrative and building a solid reputational foundation.

Website updates:

The consumer website should include a News section to promote stories which follow the narrative, a Team section for important managers (this also helps with C-Suite reputation management – see section below: Thought Leadership (corporate)), the blog (see above) and a link to corporate website (see section below: create corporate website),

To help consumers to understand that they CS:GO Roll is trustworthy and customer focused, FAQs should be updated using information from the Terms of Service, Privacy Statement, AML Policy to ensure information is summarized and made more accessible to illustrate these points. These FAQs should include details on:

- Age policy
- Customer support

- Security and cyber security measures
- ID Verification
- Basic GDPR and privacy policy
- Banning policy

Elicit Review:

This section splits into a number of categories, all with the aim to create an appropriate narrative that CS:GO Roll is trustworthy, enjoyable and customer focused:

- **REVIEW SITES:** Including Trust Pilot, Google Reviews etc. Make it easy for users to give reviews – potential to incentivize.
- **APP STORES:** Including Apple Store and Play Store etc. Make it easy for users to give reviews – potential to incentivize.
- **INFLUENCERS:** Reach out to influencers across social media to review
- **MEDIA:** Reach out to media contacts to write reviews for consumer esports publications

SEO Activity:

Conducting thorough SEO analysis of all company assets will help to ensure they rank well and display the desired narrative. This should include:

- Technical SEO updates: metas, alt-texts etc.
- Site structure and UX analysis
- Keyword analysis

Chat Mods as Champions:

Regular briefings, direct marketing and incentives given to the ever-growing chat mods community is an indirect method of both monitoring activity within the community and giving agency to the most loyal of consumers. By disseminating small rewards, information, newsletters and other communications just for them, they will enjoy a sense of worth and value from the company.

These consumers will not only spread the "good word" and stand up for the brand in CS:GO Roll's chat, but they will also be present across other platforms such as social media and forums which may be more difficult to monitor.

Forums:

Sustaining a noticeable presence across forums and groups such as Quora, Reddit, Facebook Groups, Discord allows the brand to monitor activity, respond quickly and efficiently to criticism and shows a sense of customer care outside of CS:GO Roll controlled platforms.

YouTube:

Create a YouTube channel to disseminate information, create further engagement, build network between influencers and take control of the "Video" section of Google and other search engines. These videos should be optimized with SEO techniques and linked to influencers to ensure visibility and ranking highly.

Paid Promotion of Assets:

Promoting positive coverage, controlled assets and other assets through sponsored ads will help it to rank more highly and ensure the desired positive narrative.

3.4: Proactive Corporate Activity

A strong reputational foundation should be created targeting shareholders, potential investors, corporate partners, current board members, governmental workers from gaming commissions, international policy makers, and potential employees.

3.4.1: Corporate Keywords:

ETHICAL   CONTINUED GROWTH   TRANSPARENT

3.4.2: Corporate Messaging:

- CS:GO Roll is a trustworthy company who ensures **fair and ethical practices** across all of its platforms and activities.
- CS:GO Roll is a solid and **risk averse investment** with a turnover reaching nine figures.
- CS:GO Roll is a **great company to work with** who cares about its employees' wellbeing while offering generous compensation for work.
- CS:GO Roll has nothing to hide and is **open and honest** about all its policies and practices to ensure a safe environment for all stakeholders from users to partners

3.4.3: Corporate Proactive Crisis Strategy:

Create a corporate website:

The creation of a corporate website will provide a succinct and easy platform to disseminate information and bolster corporate reputation along with mission statement, messaging, values, and overall goals. It can make user friendly areas for stakeholders, from potential investors and potential corporate partners to potential talent and gaming commissions.

The site – which should be SEO optimized – can also be an additional controlled asset which will rank well for the brand name along with other keyword search terms, creating the correct online narrative across Google and other search engines.

Additional pages could also include a Media Center with a media pack, press releases and assets for media, and a News section to promote corporate news.

Create corporate blog site:

As with the consumer website, this is an additional controlled asset which could rank well, create a positive narrative. Content marketing strategy would be more focused on corporate stories such as investment, CSR activity, significant hires, strategy, thought leadership.

Social Media activity (corporate):

Linked In should be implemented as the preferred corporate-focused social media platform to raise awareness of activity to corporate stakeholders. Linked In ranks well on Google and other search engines to create a strong controlled asset. Campaigns can also be implemented to disseminate important information and during crisis situations.

Media relations to trade publications:

Relationships should be created and maintained with key contacts at trade publications across multiple sectors including: gaming, esports, tech, business. Media stories across strong, high ranking publications ranking will raise awareness of new information, build positive brand perception and promote CS:GO Roll's corporate narrative

Corporate stories can include updates, investor stories, new hires, CSR activity, thought leadership (see below: Thought Leadership (corporate))

As with the media relations in consumer outlets press releases will also be released cross newswires.

One corporate story every two months should be released for optimal results

Direct marketing to partners:

Through newsletters and direct marketing to corporate partners, news and updates should be disseminated to improve and maintain positive brand perception. Included in these lists should be important players in the world gaming commissions, investors, partners etc.

Thought leadership (corporate):

A brand can sometimes only be as strong as it's major players. Studies show that investors invest initially in people, not products and so the C-Suite members of the team should begin to manage their corporate reputation, positioning themselves as industry leaders and experts.

Reputation management activity will not only improve personal brand narratives but also for the company. Activity should include:

- Creating multiple professional profiles across platforms such as Crunchbase.
- Media relations including interview in trade publications and op-eds.
- Appropriate social media activity on Linked In and perhaps Bluesky.
- *Consider* a professional website.

CSR and ESG:

Corporate social responsibility activity should be considered, including policies and procedures written and visible which could come under scrutiny, charitable activities and community initiatives. This could include:

- Play Responsibly: having sections on websites that explain a policy and show that people should enjoy the site but be wary of potential addiction – perhaps links to organizations that can help.
- Charitable donations
- Partnerships with relevant organizations that have a good reputation and have good standing

The environmental impact of activity by the company should also be considered and policies should be made clear on websites, outlining green credentials and plans for improvement

Elicit employment reviews:

Platforms such as Glassdoor not only encourage potential talent to join the company and improve operations, but they also rank well on Google and provide potential positive narrative across the industry.

3.5: Rapid response protocol

The following outlines the process to be taken before, during and after a potential crisis situation.

3.5.1: Risk Management Process:

For each communications campaign, a full risk assessment should be undertaken using the Risk Assessment Template in Appendix i

3.5.2: Pre-Created messaging:

To create a rapid response scenario, messaging should be created responding to potential criticisms and accusations (see section 2.1) . These should be included in the Brand Bible (see section 3.2) and updated regularly, as well included in the Risk Assessment (see app. i). Examples may be:

- "The safety of our players is paramount at CS:GO Roll. Our goal is to ensure all of our community has a fully enjoyable experience."
- "We unequivocally condemn this behavior and have launched a full investigation to ensure necessary action is taken to immediately stop any untoward activity."
- "It is and has always been our policy to ensure that CS:GO Roll is used by players aged 18 and above as stated in our Privacy Policy. All steps are taken to show proof of ID and regular checks are conducted to ensure our platform remains a safe and fund environment for all of our users."

3.5.3: Critical Situation Process:

(To see necessary contacts of internal and external stakeholders go to – Appendix iii)

STEP 1: Immediate conference to be called with the Full (Core and Extended) Crisis Team to analyse situation and classify as **CRITICAL, SERIOUS** or **MILD**, and find relevant resolution.

STEP 2: Decide on messaging and create a statement.

STEP 3: Reach out to immediately to media (including social media, influencers and affiliates) – detailed in risk assessment.

STEP 4: If relevant, add details to website (possibly FAQs) and disseminate information to relevant partners – detailed in risk assessment.

STEP 5: Brief customer support team on messaging and statement/terminology to be used, create a dedicated support management team if necessary and instruct them to pass all media inquiries to the Head of PR/Core Crisis Team.

STEP 6: Monitor media and social media closely – create additional statements/messaging if required (to discuss during briefing meetings in STEP 7)

STEP 7: Hold evaluation briefing after every day of week 1 – dependent on the situation, hold follow up evaluation briefings after week 2, month 1, month 2, month 3 – more if required or if the situation continues. Check situation classification and when it changes.

STEP 8: Debriefing after 3 months to evaluate activity effectiveness.

PART IV: IMPLEMENTATION

4.1 Timeline of Activity

For a full GANTT and timeline of activity from August 5 (week 32), please refer to Appendix ii – Crisis Management Strategy Timeline.

4.2 Team Responsibilities

Much of the activity will be implemented by various members of the Core Crisis Team with the Extended Crisis Team being brought in to consult on activity.

4.2.1: Graph of Team Responsibilities

Activity/Team Member	Chief Marketing Officer	Head of Public Relations	Head of Affiliates and Influencer Marketing	Social Media Manager	Digital Marketing Manager	Web Developer	PR Agency	Head of Compliance	Legal Counsel	Head of Customer Relations	Head of Partnerships	HR Manager	CEO
Media Relations (consumer/corporate)	X	X					X						
Thought Leadership (consumer/corporate)	X	X		X			X				X		X
Social Media Activity (consumer/corporate)	X	X		X									X
Consumer Blog	X	X		X	X	X				X			
Website Updates	X	X			X	X		X	X	X			
Elicit Reviews	X	X	X		X			X		X			
SEO Activity	X	X			X	X							
Chat Mods as Champions	X	X	X		X			X		X			
Forums	X	X	X	X	X								
YouTube	X	X	X	X									
Paid Promotions of Assets	X	X			X			X					
Corporate Website	X	X			X	X		X	X		X	X	X
Corporate Blog Site	X	X		X	X	X					X		
Direct Marketing to Partners	X	X									X		
CSR and ESG	X	X		X	X	X		X	X				
Elicit Employment Reviews	X	X										X	

DIRECTLY IMPLEMENTING ACTIVITY	X
CONSULTING ON ACTIVITY	X

4.2.2: Core Crisis Team Responsibilities

Chief Marketing Officer

To advise and consult on all aspects of Crisis Management Strategy to ensure it falls inline with overall brand strategy.

Head of Public Relations

To manage and implement all aspects of the Crisis Management Strategy to ensure plan is fully and efficiently executed.

Head of Affiliates and Influencer Marketing

To implement all elements involving influencers and affiliates and advice on Forums and YouTube activity according to knowledge of the landscape.

Social Media Manager

To create social media content to support all aspects of the strategy (specific areas detailed above).

Digital Marketing Manager

To implement all digital marketing aspects of the strategy and consult and brainstorm on content ideation.

Web Developer/Designer

To implement all aspects involving website building, updates or analysis.

Outsourced PR Agency

To execute all media relations and thought leadership tasks that involve the press.

4.3 Additional Resources required

Depending on current resources and capacity, there is potential for additional external suppliers to be brought in. Currently an external PR agency is employed to execute media relations.

Other potential budget requirements include the following (values are an estimate of high and low costing, totals are over a 12-month period as detailed in the GANTT – Appendix ii):

LEVEL	Section	Activity	Time (mnth)	Low/month	Low Total	High/month	High Total
BASIC	Website Creation	Corporate Website	4	$2,000	$8,000	$4,000	$16,000
		Consumer Blog	1	$1,000	$1,000	$4,000	$4,000
		Corporate Blog	1	$1,000	$1,000	$4,000	$4,000
	Media Monitoring/Media Database	Supplier	12	$200	$2,400	$1,200	$14,400
	Content Creation	Freelancer Support	12	$1,000	$12,000	$3,000	$36,000
			TOTAL	$5,200	$24,400	$16,200	$74,400
EXTRA	Reputation Management Support	Company	12	$5,000	$60,000	$10,000	$120,000
			TOTAL	$10,200	$84,400	$26,200	$194,400
EXTRA +		Including CEO	12	$3,000	$36,000	$7,500	$90,000
			TOTAL	$18,400	$120,400	$33,700	$284,400

Additional costs may come out from other budgets but include:

- Sponsored ads on Google: approx. $60,000 p/a
- Social media campaigns: approx. $75,000 p/a

4.4: Measurement

4.4.1: Metrics

Certain metrics should be considered, and data should be collated on a monthly basis to analyse and evaluate on a month on month, quarter on quarter, and year on year basis.

Metrics should include:

- **Media coverage (For Media Monitoring Template see Appendix iv):**
    - Number of press releases issued
    - Amount of pieces of coverage
    - Sentiment of coverage: percentage of positive v. negative
    - Key messages achieved in media coverage
    - Potential reach of coverage
- **Positioning on Google for various search terms:**
    - Percentage of controlled assets across first three pages
    - Percentage of positive v. negative
- **Social media engagement across numerous platforms**
    - Increase in followers
    - Increase in engagement per post
    - Number of posts uploaded
    - Sentiment: percentage of positive v. negative
- **Reviews (Trustpilot et al., and Glassdoor et al.):**
    - Star rating
    - Number of positive/negative reviews
    - Total number of reviews
- **Content Marketing**
    - Number of blog posts written on both corporate and consumer blogs

4.4.2: KPIs

Quarterly KPIs are as follows:

Media Relations	Number of releases	3 consumer, 1-2 corporate
	Amount of coverage	10
	Sentiment: positive	70%
	3 or more KM's achieved	70% of coverage
	Potential Reach	100,000
Google Positioning	Percentage of controlled	60%
	Percentage of positive	50%
Social Media Engagement	Increased followers	10%
	Increased engagement	10%
	Number of posts	50
	Sentiment: positive	70%
Reviews	Star Rating	Dependent on platform
	Sentiment: Increase +ve by	5%
	Number of reviews per/Q	5%
Content Marketing	Number of pieces written	1 /month (cons+corp each)

PART V: EVALUATION

This section is split into three sections: proactive reputation management evaluation, responsive critical situation activity evaluation and overall learning and improvement implementation.

5.1 Proactive Reputation Management Evaluation

5.1.1: Meetings

Different groups will meet at the following frequency:

Specific Aspects: Weekly

Core Crisis Team: Monthly

Extended Crisis Team: Quarterly

5.1.2: Beta Testing:

Beta testing of engagement of various aspects of the strategy will take place to see what works and what doesn't, including:

- Content marketing topics
- Social media posts (topic, style etc.)
- Social media paid campaigns
- Sponsored Ad campaigns
- Review campaigns and activity

5.1.3: Reporting

All those leading on each aspect of the strategy will report on the activity's success and failures at each of the weekly/monthly/quarterly/annual meetings according to the aforementioned KPIs in section 4.4.2 KPIs

5.2 Responsive Critical Situation Evaluation

5.2.1: Metrics for Critical Situation

In a critical situation, the following metrics are to be considered:

- **Response time:** How long did it take the team to mobilize and respond to the situation with statements, briefing and outreach?
- **Recovery time:** how long did it take to contain the crisis? How long until it moved from Critical to Serious to Mild?
- **Engagement and Uptake:** How much coverage made through media relations and how much engagement took place across forums, social media, and community groups?
- **Sentiment:** was the overarching feeling from those engagement and from coverage positive or negative? How did that sentiment change over time?
- **Pre-Crisis and Post Crisis situation:** Evaluate company wide data including finances, marketing, customer sentiment etc.

5.2.2: KPIs for Critical Situation

KPIs are as below:

Response Time	12 hours
Recovery Time - Critical to serious - Serious to mild	- 3 days - 2 weeks
Sentiment: - 1 day - 1 week - 1 month - 1 quarter	- 30% positive - 40% positive - 60% positive - 70% positive

5.3: Learnings and Implementation

5.3.1: Proactive Activity Learnings:

From Beta Testing and general evaluation, a weekly, monthly and quarterly action plan will be created outlining individual actions and those responsible. These will be reported back at each meeting accordingly.

5.3.2: Post-Critical Situation Learning:

During debriefings, participants will report back with critical situation evaluations, including "What Went Well" and "Lessons to Learn" sections. These should be implemented in future action plans, the Brand Bible and Risk Assessment should be updated accordingly, and this Crisis Management Strategy will also be updated.

Findings should be shared company-wide for all those involved.

PART VI: Appendices:

All Appendices are attached with this document but also available on Google Drive at the clickable links:

[Appendix i – Risk Assessment Form](#)

[Appendix ii – GANTT](#)

[Appendix iii – Contact Details](#)

[Appendix iv – Media Monitoring Template](#)