

## Keep Your Brand Safe Online (Don't Get Caught Out Like Google)

**Ebuzzing reveals the five rules that advertisers should follow to keep their brand reputation safe**

[www.ebuzzing.co.uk](http://www.ebuzzing.co.uk)

Generally there are five rules that advertisers should follow to ensure the safety of branded content and their brand image before starting any online advertising campaign. Rebecca Powell, Vice President of Global Marketing at leading social media company, Ebuzzing, shares these rules:

1. **Get to know your media suppliers** – Google was not aware of the way in which its media suppliers worked with bloggers, which led to its own rules being broken and the resulting embarrassment. Ask lots of questions, especially if it's a media company that is new to a certain area.
2. **Check that any content written by bloggers is validated by your media supplier** – This quality control measure will ensure that if an article does not accurately meet the campaign brief or the general quality criteria, then it can be modified.
3. **Ensure that all content is written in the blogger's own words** – It's important that articles reflect the author's style, knowledge and creativity, whilst also following the campaign brief.
4. **Never mislead search engine algorithms** – It's essential to work with a media supplier, which automatically adds the attribute **rel="no follow"** to all links included in sponsored articles. The point is not to artificially boost SEO but to provide influential recommendations.
5. **Be transparent** – Ensure all bloggers involved in campaigns include a 'sponsored post' link in all articles. If you are asking bloggers to recommend your products and paying them for their hard work, then don't try to hide it, otherwise you may lose trust with current and potential customers.

Rebecca also says it's important to encourage bloggers to only participate in campaigns that they think are "cool" or interesting. This is beneficial for the brand and maintains credibility. After all, if a blogger started writing about something that was rubbish, they would quickly lose their audience and the brand would be tarnished.

Ebuzzing thought it would be a good idea to share these pointers following Google coming under fire for an ad campaign that violated its own link-buying policies.

The search giant's recent algorithm update, known as Panda, seeks to punish content farms and any content deemed to be low-quality and "spammy". As a result the company is now penalising itself for the 'spam' ad campaign by demoting Chrome's Google ranking. If they take this sort of measure with their own brand, then it's worth advertisers knowing how to avoid getting into a similar situation.

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## **EDITORS NOTES**

### **For more information:**

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Led by experienced entrepreneurs, Ebuzzing is the global platform for Social Media Advertising, and Europe's leading Social Media group. Ebuzzing assists brands in the development of their Social Media communications strategies. It also operates OverBlog, the number one blogging platform in Europe. The Ebuzzing group (ex-Wikio Group) has 190+ employees and has offices in London, Paris, Toulouse, Milan, Rome, Madrid, Hamburg, Dusseldorf, Basel, and Casablanca.