



eComEngine

eCommerce Brand Monitoring Checklist

When it comes to brand management, there are a lot of moving parts. This checklist is designed to help you regularly conduct a quick brand reputation audit.

Monitoring Your Online Reputation

Examine your online presence

- ☐ Set up online alerts for mentions of your business and product names.
- ☐ Regularly check online spaces where your target audience spends time. Facebook, TikTok, Reddit, Pinterest, and Quora are good places to start.
- ☐ Monitor reviews everywhere your products are listed. Get alerts for new reviews.
- ☐ Respond to negative reviews when possible. On Amazon, sellers who are [enrolled in Brand Registry](#) may offer a refund/replacement or ask for more information for 1-3 star ratings.
- ☐ Provide quality customer service.
- ☐ Regularly review comments on your brand's blog and social media channels. Respond to relevant comments in a timely manner.
- ☐ Set up listing status change and hijacker alerts in [SellerPulse](#) to get notified when your Amazon listings are search-suppressed or experiencing suspicious activity such as an increased number of offers for a private label product.

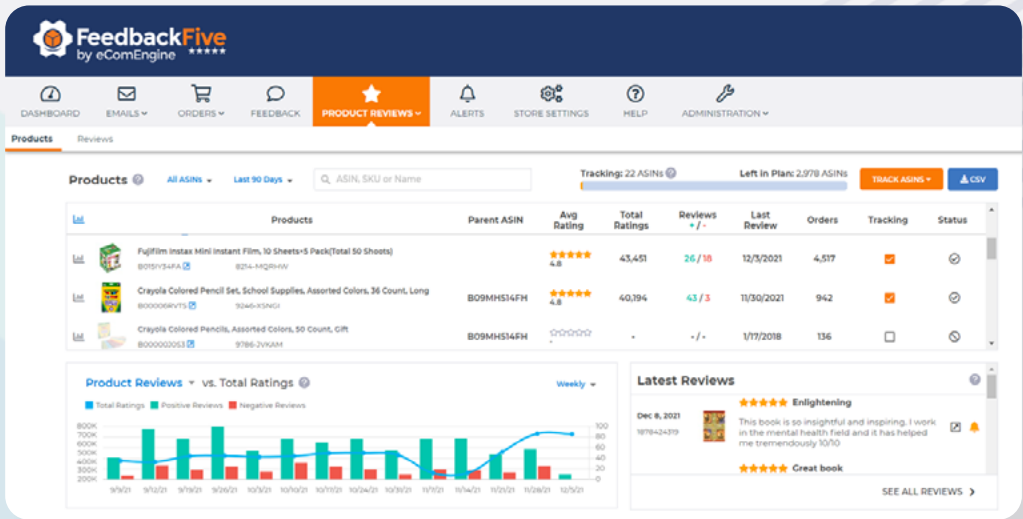


[Monitoring product reviews](#) is a great way to see what buyers are saying about your products. Analyzing those reviews empowers you to make informed business decisions, from determining whether to restock an item to making changes based on user input. If you sell on Amazon, you can use FeedbackFive to automatically monitor your Amazon reviews.

Maintain a Competitive Edge

Analyze historical data

- ☐ Average number of ratings per day.
- ☐ Percentage of [positive reviews](#) and percentage of [negative reviews](#).
- ☐ Look for trends that can signal changes in demand or product issues. Has your negative review percentage increased? If so, it's time to do a deeper analysis.



Identify trends and get inspired

- ☐ Look for the reasons people love your brand. What WOWs them to leave 5-star reviews?
- ☐ What emotions does your brand evoke?
- ☐ What can you learn from previous reviews to improve your operations?
- ☐ Are there any risks, safety, or compliance issues?
- ☐ Do you have any manufacturer concerns?
- ☐ How can you improve your product?
- ☐ Are there opportunities to improve your [listing content](#)?

Know Amazon's guidelines

- ☐ Follow all Amazon Buyer-Seller Messaging and [Communication Guidelines](#).
- ☐ Automate Amazon review requests with FeedbackFive.



Prefer to keep it simple? You can automate the Amazon Request a Review message with FeedbackFive. This message is completely compliant with Amazon policies and cannot be customized. It also gets results! See why [77% of FeedbackFive customers](#) use this feature.

Know what your competitors are doing

Understanding your competitors can help you identify ways to improve your current offerings, predict the next big trends, and understand where it makes the most sense to spend your advertising dollars. Competitor product reviews can also be a great resource to inform future product development. If you can solve buyers' pain points with competing products, you're likely to see an increase in sales.



- ☐ Monitor keywords related to competitive products.
- ☐ Set up online alerts for competitive businesses to watch.
- ☐ Read reviews of competing products and see how those products are being positioned on the market.

Keep Your Branding Consistent

Develop strong branding practices



Your brand should align with your company’s marketing, as well as your goals and values. These should be communicated regularly with your staff.

- ☐ Have clear internal branding, including a mission statement, vision, and core values.
- ☐ Ensure that all brand communication matches the brand voice and tone.
- ☐ Encourage and reward employees who embody brand values.
- ☐ When hiring, ask interview questions to help determine the overall fit with the organization and brand.

Need more hours in your day? Check out [FeedbackFive by eComEngine](#), which makes it easy to automate Amazon review requests, analyze ratings, and visualize order volume. You can also combine [FeedbackFive with SellerPulse](#) to get alerts for listing status changes (including suppressed listings), and changes in the number of offers on your listings, which could signal a hijacker is targeting your product.



LISTING STATUS

Send email alert ☒

Your Amazon listing could be unexpectedly merged, blocked, or suppressed, which can negatively impact your sales and search rankings. [Learn more](#)

Send an alert for the following listing status changes (applies to all SKUs):

- | | |
|---|---|
| <input checked="" type="checkbox"/> Search Suppressed | <input checked="" type="checkbox"/> Deleted |
| <input checked="" type="checkbox"/> Inactive | <input checked="" type="checkbox"/> Active |