

Beyond Brand Management: Using reviews to build your organization's online reputation

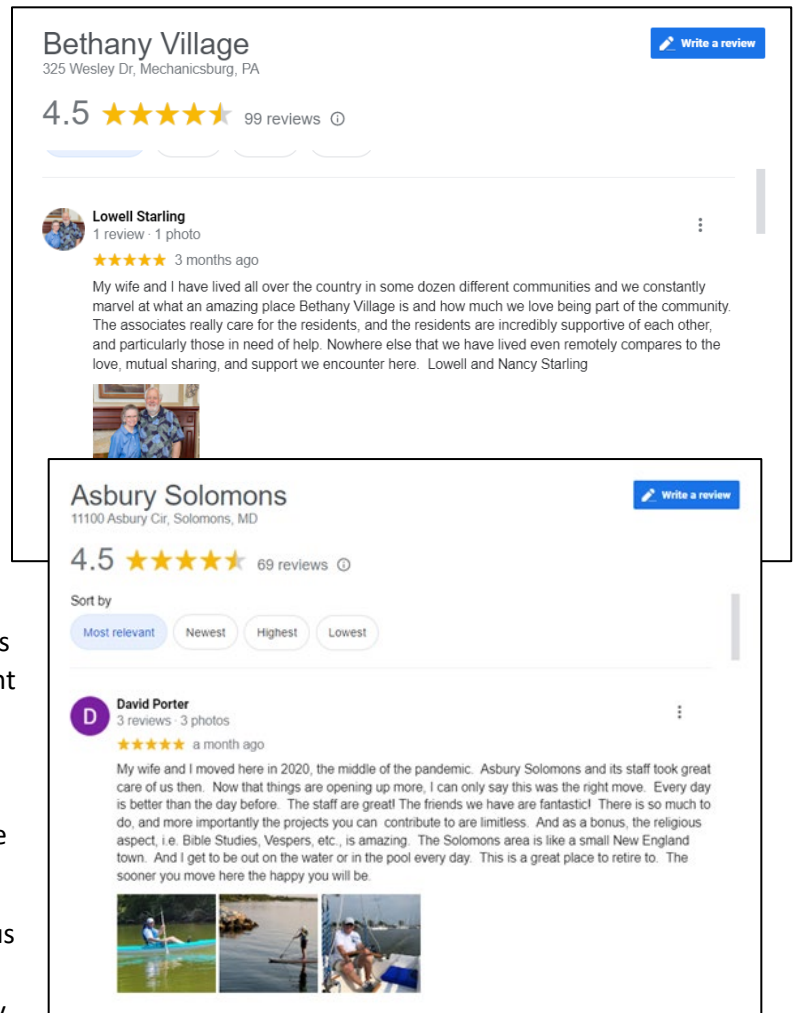
- Overview of the key steps to create a strong online review campaign
- Leveraging the value of online reviews
- Incorporating the request for reviews in ongoing communication with customers/clients



Jenn Schwamb is the Director of Digital Marketing for [Asbury Communities](#), the 16th largest not-for-profit system of continuing care retirement communities. Jenn is responsible for the management and execution of digital communications strategies

(including website, social media, and email), and leads all brand efforts related to Asbury's best-in-class online reputation.

Over her 15 years at Asbury, Jenn has worked in various communications roles and has learned first-hand the power of an organization's digital reputation. Currently in the midst of a successful system-wide campaign to increase online reviews and ratings for Asbury communities, Jenn is excited to share best practices and lessons learned. The key steps she will share are transferrable to all ministry types and can be accomplished with the leanest of marketing resource



Date: **Wednesday, September 21**

Time: **11:00 A.M. – Noon (Eastern)**



Access Code: 859 5507 6490

Password: 488428

Click [here](#) to find your local number.

Mark your calendar for next call: November 16.

Be sure to explore the resources in the EAGLE Communications Toolbox and use them to showcase your faith-based accreditation in printed materials and on-line platforms. Find ways to connect your great work with EAGLE's 10 Principles of service and operational excellence.