



# Welcome

## Managing Negative Feedback and Online Trolls



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# TOPICS

What is a troll

Signs of a troll

How to respond

AFTER SEEING A BRAND'S  
RESPONSE TO A REVIEW,  
**71% OF CONSUMERS**  
CHANGE THEIR PERCEPTION  
OF THE BRAND.

Bazaar Voice

Thought #1  
What is a troll

TROLLS ARE EVERYDAY  
**SADIST**



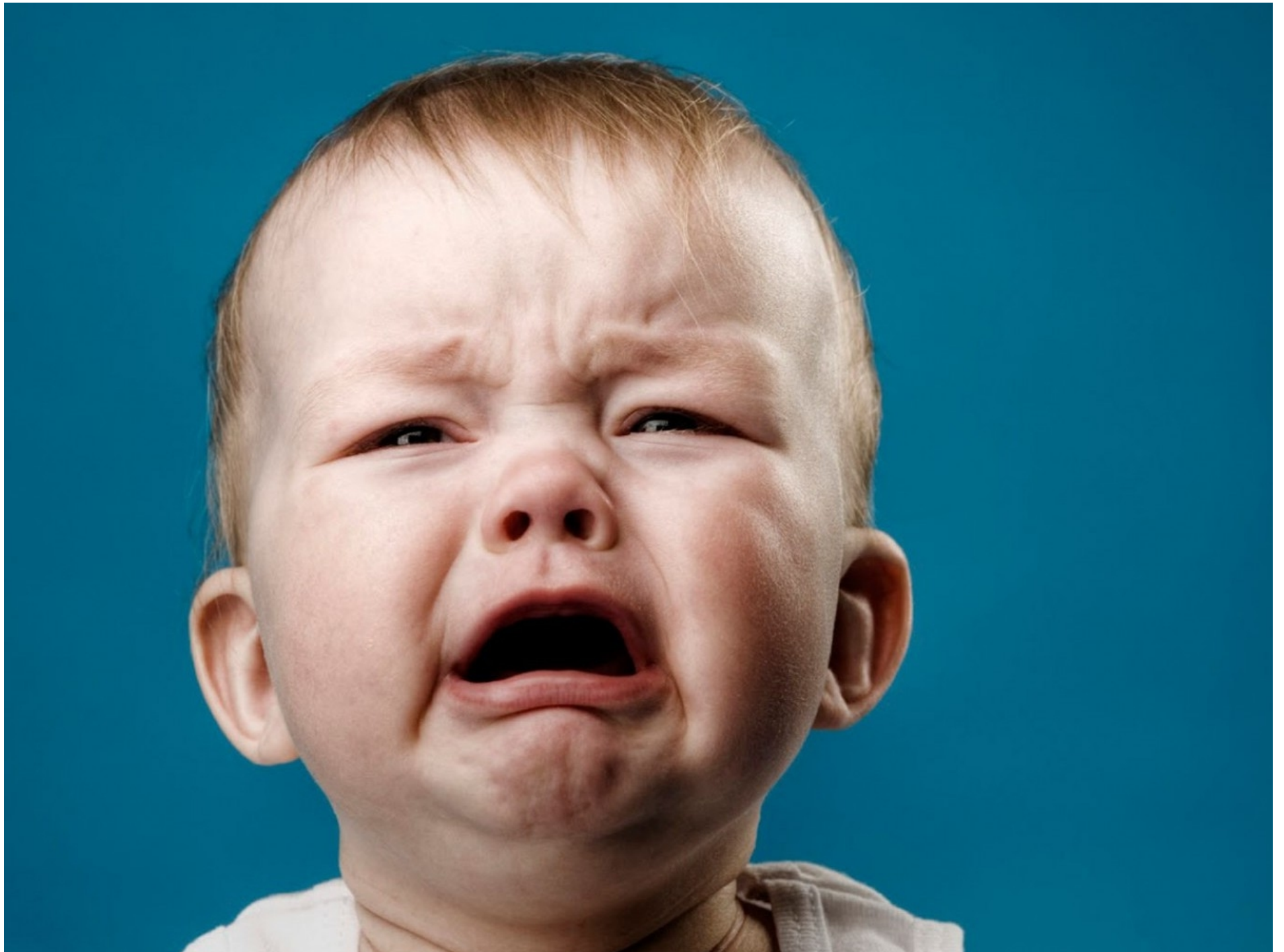
# STRONG OPINION

AND LACK OF KNOWLEDGE



# Thought #2

## Signs of a troll



#1

Signs of a troll

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**ENTITLEMENT**

#2

Signs of a troll

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**LOUSY PROFILES**

#3

Signs of a troll

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LITTLE **KNOWLEDGE**

#4

Signs of a troll

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**INTOLERANCE**

#5

Signs of a troll

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**COWARDLY**

#6

Signs of a troll

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**LAWYERS**

OR, THEY THINK SO



#7

Signs of a troll

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**EXAGGERATION**

#8

*Signs of a troll*

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**POUR GRAMMAR**

THAT'S INTENTIONAL

# Thought #3

## How to respond





Reply



DON'T TAKE THE  
**BAIT**



Remember, *you* have the power.

# Bonus Examples



Horrible upkeep even though it is new, elevator ALWAYS breaks down, garage door is broken, entrance/reception and mail slots smell like pizza place since the smell permeates from the place next door. Garage has leaks that stain your car so you have to keep moving your car around to try to find a place where you won't get a stain on it.

Management is apathetic, they don't replace/fix stuff as it breaks and they wait till they feel they can't wait any longer till they get more complaints. Harassing letters are a common occurrence from management, either with "late" payments or ridiculous renewal prices.

Stay way, unless you HAVE to live next to the rackety rackety of the trolley.

This place sucks. The letters have been missing from front of building since this past spring due to a wind storm. The carpet in the hallways is badly stained. The exit signs are always knocked down thanks to the spoiled rotten SMU brats that live here. Security is shakey at best. The parking lots have abandoned vehicles and old car parts laying around. The manager is in way over her head. The regional manager is a liar and unethical. Broken promise central. We are on our second manager in the last year. The pool was drained 3 times last summer due to urine and beer. Half the lounge chairs are broken. The cleaning and maintenance staff is horribly managed by the complex manager. They never change air filters. The windows leak like crazy the quality of construction is ---- and so is fit and finish. Get ready for HIGH ac bills. The pet deposit is absurd \$600.00 non refundable plus pet rent no building in area charges this amount.

Do yourself a favor go somewhere else.



# TAKEAWAYS

What is a troll

Signs of a troll

How to respond

# SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

# Thank you! Want to learn more?

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How to create the ultimate first impression

*Thursday, Mar 10*

*1:00 PM – 1:30 PM CDT*

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