

clicks, conversions, or ROI. Also, they need to use tools and analytics to track and evaluate data and insights, such as demographics, engagement, sentiment, or trends. Based on these findings, they need to adjust and optimize SMM strategies and tactics to achieve all goals in the international markets.

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## **IMAGE MANAGEMENT AS AN ELEMENT OF FORMING THE COMPANY'S REPUTATION ON THE EXTERNAL MARKET**

Corporate image refers to the perception of a company, its brand, or its products in the minds of its customers and the public.

Image is not something that can be bought. It has to be earned or deserved, and that takes time.

A good corporate image is critical because it helps buyers become more loyal to a company and its products, and it can also give a company a competitive edge.

On the other hand, reputation is an evaluation of a company's past actions, behavior and performance by its customers, partners, and other interested parties. It is a measure of the trustworthiness, reliability, and credibility of an entity.

A strong reputation can boost the image, and a consistent image can support the reputation. It also works in the opposite way – weak reputation can spoil the image and vice versa. [2; 5].

Image management is the process of creating a genuine, appealing, and cost-effective image of a company or a person to add trust and credibility to companys so that a brand can be trusted over competitors and build a lasting relationship with customers. [1;3].

Public relations is a crucial aspect of managing a brand's image. Public relations involves the use of paid and earned media channels to promote a brand and create a positive public image. A PR agent can also act as an image consultant for a brand, managing a brand's reputation and communication, especially during times of crisis.

PR services are important for developing strategies for businesses to communicate with the public, including customers, stakeholders, journalists, and the

general public. Public relations experts help to create compelling stories about a brand and form strategies for how to share these stories publicly to create a positive image and gain the public's trust.

Since image management is a pro-active and ongoing process of evaluating and managing a brand's influence on the public, a public relations agency helps keep a brand relevant through press releases, events, and other media appearances. As PR involves a third party's opinion about a company, it increases the trustworthiness of the company, since people are more likely to trust third-party opinions. Therefore, having a good relationship with the media, journalists, and other influential people in an industry can help to improve a brand's image most naturally.

A well-planned public relations strategy can capture the media's attention and build trust with the audience. A PR service provider knows a business and the needs of the public, so they represent the brand's story creatively and innovatively. Social media is a powerful tool that PR teams use to grow a brand's social media following and turn followers into customers. Social media is used to share content, press releases, and positive and valuable feedback about a business. This, in turn, helps to build a brand's reputation in the media. Another essential part of image management for PR service providers is to find and analyze media coverage, brand moves, social media engagement, and other similar activities to enhance their PR strategy and build a solid public reputation and brand image of a company in the public eye. [3;5].

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