

◆ DIGITAL PR FOR AGENCY OPERATORS

Reputation Revolution

The HighLevel Agency Playbook

Build trust, win reviews and own your agency's online narrative — with the strategy to do it and the platform you already run.

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nexushub.club — Where HighLevel agencies get unstuck.



Reputation Revolution: The HighLevel Agency Playbook

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HOW TO USE THIS PLAYBOOK

Each chapter ends with a "Do this now" checklist and, where it fits, a "Run it in HighLevel" box that maps the strategy onto tools you already pay for. Work through it in order the first time, then keep it as a reference.

INTRODUCTION

Your reputation is your agency's real product

You sell marketing. Which means every prospect who considers hiring your agency does the obvious thing first: they market-research *you*. Your Google reviews, your social presence, your response to that one unhappy client from 2024 — that's your portfolio before they ever see a proposal.

This playbook guides you through digital public relations with focus and intention, rebuilt for one specific reader: the HighLevel agency owner. It offers practical strategies to build an authentic, engaging and lasting online presence that distinguishes your agency in a market where thousands of shops sell the same stack, the same snapshots and — too often — the same pitch.

Here's the double win most agencies miss. Every strategy in this book works twice: once for your own brand, and again as a service you deliver to clients. Reputation management, review generation, social scheduling and crisis response are among the stickiest, highest-retention services an agency can sell — and HighLevel gives you the infrastructure to deliver them at scale without adding headcount.

Inside, you'll learn how to craft a voice that makes your agency memorable, run social channels that compound instead of churn, engage audiences across platforms without cloning yourself, protect your reputation (and your clients') when things go sideways, and build a brand legacy that outlasts any single campaign. Where a strategy maps directly onto a HighLevel feature — Social Planner, the unified Conversations inbox, Reputation Management, workflows, snapshots — you'll find a box showing exactly where to run it.

By the end, you'll have the knowledge and the operating system to make your digital presence a genuine asset: one that inspires trust, drives engagement and opens doors for your agency and every client you serve. Let's begin.

Establish your agency's authentic brand voice

Thousands of agencies sell the same platform. Your voice is the part they can't clone.

Your brand voice is the heartbeat of your agency. It's the personality that sets you apart from every other shop pitching "we'll automate your follow-up" — and it's what makes a prospect remember you three weeks after a discovery call. In a marketplace where the tooling is identical, voice isn't decoration. It's positioning.

Identify your core values and attributes

The foundation of your voice is what your agency actually stands for. Ask yourself: what are your non-negotiables? How do you want clients to describe you to another business owner? What's genuinely different about how you run engagements? Brainstorm honestly and write the answers down — they become the compass that keeps every email, post and proposal sounding like the same firm.

For an agency, values translate into voice fast. If you're built on speed of execution, your voice is direct and no-fluff. If you're built on transparency, your voice is plain-English, numbers-forward, allergic to jargon.

AGENCY VALUE	VOICE CHARACTERISTIC
Speed of execution	Direct, punchy, no-fluff
Transparency	Plain-English, numbers-forward
Deep niche expertise	Insider vocabulary, opinionated
Partnership over vendorship	Warm, peer-to-peer, candid

Translate values into voice

Now make it tangible: a specific tone, style and vocabulary that align with your agency's personality.

- **Tone** — serious or playful, formal or casual, authoritative or friendly.
- **Style** — short, punchy sentences or longer, more descriptive ones.
- **Vocabulary** — the words you own and the words you ban. If "synergy" makes your skin crawl, write that down.

A young, energetic agency serving gyms might run casual copy with fitness-culture references. A firm serving law offices needs a more measured register and precise vocabulary. Either way, the voice should be recognizable everywhere a prospect meets you: a text from your number, a proposal, a Google review reply, a LinkedIn post.

Stand out from the crowd

Amid a sea of near-identical agencies, voice is your unfair advantage. To stand out, amplify what's already distinct: take a public stand on issues in your niche ("month-to-month or nothing"), share the real journey of your agency including the failures, use humor if it genuinely fits, build a small lexicon of terms your agency owns and keep it consistent across every touchpoint.

Dollar Shave Club is still the canonical example: they entered a market owned by giants and won attention with voice, not features. Their launch video's irreverent, casual tone struck a chord with buyers tired of over-engineered marketing — and by 2016 they'd captured 15% of the US razor cartridge market. The agency translation: prospects don't buy the best-featured proposal. They buy the firm that sounds like it knows exactly who it is.

15%

of the US razor cartridge market — captured by Dollar Shave Club by 2016 on the strength of a distinctive brand voice, not a better blade.

Refine your agency's messaging

With the voice established, sharpen what it says. Know your audience: local business owners don't care that you build workflows — they care that missed calls become booked jobs. Sell outcomes, not features. Use words that carry weight ("guaranteed response in one business hour" beats "great support"). Be concise — your buyers are operators with 40 browser tabs open. Weave in stories: a two-sentence client turnaround is more persuasive than a feature list. And end every piece of communication with one clear next step.

Roll it out across your stack

A voice that lives in your head isn't a voice — it's a mood. Document it. Create a one-page brand voice guide with do's, don'ts, example phrases and tone notes, and put it in front of everyone who speaks for your agency: account managers, VAs, appointment setters. Then audit what already exists — website, social profiles, proposal templates, automated emails — and rewrite anything that doesn't sound like you.

Your core voice stays constant, but calibrate by channel: slightly more buttoned-up on LinkedIn, looser on Instagram. Review how it lands quarterly and adjust. Voice is not a one-time exercise; it's an asset you maintain, like your pipeline.

RUN IT IN HIGHLEVEL

Your automations speak for you more often than you do. Rewrite the default email and SMS templates in your snapshots so every nurture sequence, missed-call text back and review request sounds like your agency — not like a template.

Store the voice guide in your team training area, and set custom values for recurring phrases (guarantee language, sign-offs) so a voice update propagates across every sub-account in one edit.

DO THIS NOW

- ☐ Write down three non-negotiable values and the voice trait each one implies
- ☐ Draft a one-page voice guide: tone, style, five owned phrases, five banned phrases
- ☐ Audit your five most-sent automated messages and rewrite them in your voice
- ☐ Brief everyone who writes on your behalf — including your automations

Social media mastery

Presence isn't the goal. Engagement is — and it's a system, not a habit.

Social media is where prospects verify that your agency is alive, competent and worth a call. But simply having profiles isn't enough — a feed that went quiet in March tells a prospect more than your case studies page does. To harness social, you need to master engagement.

Why engagement beats broadcasting

Engagement goes beyond posting. It's meaningful interaction: conversations, not announcements. Two-way communication builds trust, loyalty and advocacy — and it has a direct line to revenue.

57%

of consumers will increase their spending with a brand they feel connected to (Sprout Social, 2023). Connection is a revenue lever, not a vanity metric.

Engaged followers also share your content, extending your reach to their networks — which for a local-market agency is precisely where referrals live.

Craft compelling content

The foundation of engagement is content worth engaging with: informative, entertaining or genuinely useful. Know your audience's pain points — for most agency followers that's lead flow, no-shows, reviews and hiring — and make content that solves them. Visuals earn attention (posts with images or video consistently outperform text-only). Tell stories: client turnarounds, behind-the-scenes of a campaign build, what you learned from a launch that

flopped. Ask questions and run polls. Share how-tos that position you as the operator who's already solved the problem. And ride relevant industry moments — a HighLevel feature drop is a content opportunity your audience actually cares about.

Content creation and scheduling

Consistency beats intensity. Build a content calendar covering what you'll post, when and where. Batch your creation — one focused afternoon can produce a month of posts. Repurpose relentlessly: one client case study becomes a carousel, three short posts, a video script and an email. Then schedule it all in advance so the system posts even when you're deep in delivery week, and use analytics to post when your audience is actually online.

RUN IT IN HIGHLEVEL

Social Planner schedules to Facebook, Instagram, LinkedIn, TikTok, X and Google Business Profile from one calendar — no third-party scheduler subscription needed. Batch a month of posts, set them and get back to client work.

Better: build the same system in every client sub-account. A content calendar delivered through Social Planner is a productized service you can sell tomorrow, using seats you already pay for.

Segment your audience, personalize your interactions

Not all followers want the same thing from you, and they shouldn't get the same content. Segment by who they are and where they sit in your world, then aim content at each group deliberately.

SEGMENT	WHAT THEY WANT	CONTENT STRATEGY
Prospects	Proof you deliver	Case studies, results posts, reviews
Current clients	Confidence they chose well	Wins, roadmap peeks, education
Referral partners	Reasons to send you people	Shareable wins, partner shout-outs
Fellow operators	Craft and candor	Build-in-public posts, lessons learned

Leverage user-generated content

User-generated content is fresh material you didn't have to make, and social proof you couldn't buy. For an agency, UGC mostly means client voices: run campaigns that invite clients to share their results, feature their reviews and testimonials on your feed, and always respond when someone posts about you. Ask permission before resharing, credit generously and give people a branded hashtag so their posts are easy to find. Every client win posted publicly is a prospect touchpoint working for free.

Use analytics and adapt

Mastery requires measurement. Learn each platform's native analytics, and track the metrics tied to your goals: engagement rate, reach, click-throughs and — most importantly for an agency — conversations started. Review weekly at a glance, monthly in depth. A/B test content types and posting times. Double down on what earns engagement, post when your audience is active, and concentrate effort on the one or two platforms where your buyers actually are. For most local-market agencies that's Facebook, Instagram and Google Business Profile; for B2B-leaning shops, LinkedIn.

Build a vibrant, interactive community

The end state of engagement is community: people who show up because you're there. Respond to comments and DMs quickly. Start discussions your niche cares about. Spotlight community members — clients, partners, your own team. Go live for Q&As and behind-the-scenes builds. Consider a private group for your best-fit audience, and involve them in decisions: poll them on what content to make next, and then make it.

When engagement dips — it will — go back to basics: are you providing value, posting at the right times, talking with people or at them? Don't delete critical comments; answer them professionally in public. Algorithms shift constantly, so watch your reach and adapt. And when you run out of ideas, your analytics and your old top-performers are the idea file.

DO THIS NOW

- ☐ Pick the two platforms where your buyers actually spend time; deprioritize the rest
- ☐ Batch and schedule 30 days of posts in Social Planner in one sitting
- ☐ Turn your last client win into four pieces of content
- ☐ Set a 24-hour response rule for every comment and DM

Proactive and strategic audience engagement

Your audience lives on six platforms. You don't have to live on all of them — you have to show up right on each.

Your prospects and clients interact across multiple platforms, each with its own culture and expectations. Building meaningful connections means engaging strategically across these channels — without spreading your team so thin that every channel gets a mediocre version of you.

Understand platform diversity

Every channel has its own personality, user base and unwritten rules. What works on Instagram falls flat on LinkedIn. LinkedIn is professional networking and B2B — where agency owners win clients and hire. Facebook is broad-audience community building and still the home turf of most local business owners. Instagram thrives on visual proof and lifestyle. X excels at real-time takes and concise commentary. TikTok owns short-form video and trend velocity. YouTube remains the king of long-form and education. Google Business Profile — often forgotten as a "platform" — is where local buying decisions actually get made.

Your job is to match message to venue. On LinkedIn, share industry insight and operator lessons. On Instagram, show campaigns in action and your team at work. On Google Business Profile, keep posts, photos and reviews fresh. Adapt the wrapper; keep the core identity constant.

Create platform-appropriate content

Adapting your message is craft, not compromise. The same client-results story becomes a punchy one-liner on X, a carousel on Instagram, a two-minute breakdown on YouTube and a data-backed post on LinkedIn. Use each platform's native features — Stories for time-

sensitive content, polls for quick feedback, LinkedIn articles for depth. Mind the formats: square here, vertical there. Calibrate tone per channel while keeping your voice recognizable. And time your posts to each platform's peak windows using analytics, not guesswork.

None of this means starting from scratch six times. Repurposing — one asset, many wrappers — is how small teams maintain a big presence.

Build a unified brand presence

While adapting to each platform, keep the brand cohesive. A prospect should recognize your agency whether they land on your website, your Instagram grid or a Google review reply. Visual consistency: same colors, same fonts, same profile imagery everywhere. Voice consistency: humorous on Instagram doesn't mean stiff on LinkedIn — it means the same personality in a different register. Message consistency: your core promise shows up intact on every channel.

Cross-platform storytelling multiplies this: open a story on Instagram, develop it on LinkedIn, close it on your blog. And when you run campaigns, integrate them across every channel so the prospect who sees you three times sees one agency, not three.

Listen and respond effectively

Engagement isn't broadcasting — it's listening. Monitor mentions of your agency (and your clients) even when you're not tagged. Respond to comments, messages and mentions within 24 hours, ideally sooner. Address complaints publicly when appropriate; transparency turns a gripe into a demonstration of how you treat people. Actively invite feedback and acknowledge it when it lands. And write a short response guide for your team — tone, common scenarios, when to escalate — so a VA answering DMs sounds exactly like you would.

RUN IT IN HIGHLEVEL

The Conversations inbox pulls SMS, email, Facebook and Instagram DMs, Google Business Profile chat and webchat into one stream — so "respond within 24 hours" stops depending on someone remembering to check six apps.

Add missed-call text back and quick-reply templates written in your brand voice, and route conversations to the right team member with assignment rules. Then deliver the same setup to clients — response speed is one of the easiest wins you can sell.

Put user-generated content to work per platform

UGC earns differently on each channel. Match the mechanism to the platform:

PLATFORM	UGC STRATEGY	AGENCY EXAMPLE
Instagram	Client spotlight reels	Before/after results carousels
Facebook	Customer story features	Weekly client win posts
LinkedIn	Testimonial reposts	Client quotes with commentary
Google Business Profile	Review generation	Automated post-project review requests
YouTube	Video testimonials	"How we grew X" client interviews

However you collect it, the rules hold: encourage creation with campaigns and hashtags, showcase it regularly, engage with all of it and always credit the creator.

DO THIS NOW

- ☐ Connect every social channel and Google Business Profile to your Conversations inbox
- ☐ Write a one-page response guide: tone, three common scenarios, escalation rule
- ☐ Take your best client story and publish it in three platform-native formats
- ☐ Audit visual consistency: same logo, colors and bio promise on every profile

Crisis management and reputation protection

One review can undo a year of marketing. Build the machine that makes sure it doesn't.

Your agency's reputation can change in an afternoon. A single review, tweet or viral post can reshape how prospects perceive you — and because you sell marketing, reputation damage costs you twice: the client you lose and the credibility of everything you sell. Crisis management and reputation protection aren't optional skills for an agency operator. They're core competencies — and, as you'll see, a service line.

Understand the digital reputation landscape

Your online reputation is the collective perception of your agency across its digital footprint: reviews, social interactions, forum threads, press mentions. Information travels fast, and negative content can outweigh years of positive effort.

63%

of consumers trust what they read about a brand online more than what the brand says about itself (Edelman Trust Barometer, 2023). Your reviews are your homepage.

The best crisis is the one that never happens. Proactive reputation management starts with an audit: search your agency name and related keywords, note what fills the first pages of results, and catalog both positive and negative mentions. Then work the plan: publish high-quality content that showcases your strengths, systematically ask happy clients for reviews, engage actively on social, address negative feedback fast and professionally, and set up monitoring — Google Alerts at minimum, social listening tools ideally — so nothing about your brand surprises you.

RUN IT IN HIGHLEVEL

Reputation Management is the review engine: automated review requests by SMS and email triggered from workflows (job complete, invoice paid, appointment finished), Google and Facebook review monitoring in one dashboard, AI-drafted review replies you approve before sending and a review widget that streams your best reviews onto your website.

Wire the request into your delivery workflow so every satisfied customer gets asked at the moment of peak satisfaction — that single automation is the highest-ROI reputation move in this book.

Develop a crisis communication plan

Despite prevention, crises happen. A written plan is the difference between a hiccup and a headline. Yours should name a clear chain of command, pre-approved messaging templates for likely scenarios, a stakeholder list, designated spokespersons, social media guidelines for the team during an incident, a monitoring system and an escalation protocol. The goal: quick, consistent, calm responses when the pressure is on — not improvisation.

Handle negative feedback well

Negative feedback is inevitable. How you respond is what prospects actually judge. The practice: respond promptly, stay calm and professional, acknowledge the issue specifically, move the detail offline, follow up until it's resolved and mine every complaint for the operational fix behind it.

RESPONSE TEMPLATE

"Thank you for the feedback, [name]. We're sorry to hear about your experience with [specific issue]. We hold ourselves to a higher standard than this, and we'd like to make it right. Please reach us at [email/phone] so we can address it directly."

Save this as a quick-reply template — with your voice applied — so nobody on your team has to compose under pressure.

Manage misinformation and use the right tools

Misinformation spreads faster than corrections. Combat it by monitoring closely, responding quickly with facts, staying transparent, engaging credible voices in your niche to set the record straight and reserving legal action for severe cases. Your toolkit:

JOB	TOOLS	WHAT IT COVERS
Reviews + requests	HighLevel Reputation Management	Requests, monitoring, replies, widget
Brand mentions	Google Alerts, social listening tools	Untagged mentions across the web
Search visibility	SEMrush, Ahrefs	Rankings on your branded terms
Social response	HighLevel Conversations inbox	DMs, comments, chat in one stream

A real-world pattern worth copying: when a fitness equipment company faced backlash in 2023 over a manufacturing defect, they responded fast, stayed transparent, offered proactive fixes, kept the customer at the center, put the CEO forward and followed up publicly. Within six months, sales returned to pre-crisis levels. Speed, honesty and follow-through — the plan works when you've written it before you need it.

Sell reputation as a service

Everything above applies to your clients twice as hard — a local restaurant or med spa lives and dies by its Google rating, and almost none of them have a system. You already own the infrastructure: review-request workflows, monitoring dashboards, AI replies, review widgets, all deliverable per sub-account from a snapshot. Package it — setup plus a monthly management retainer — and reputation management becomes some of the stickiest recurring revenue an agency can book. Clients rarely churn from the service that visibly grows their star rating.

Measure what you're protecting

Track review ratings and velocity, sentiment of mentions, share of voice against local competitors, response time and branded search traffic. Review these monthly, for your agency and every reputation client. Reputation management is not a project with an end date

— it's an ongoing process that compounds, and the numbers are how you prove it.

DO THIS NOW

- ☐ Google your agency name and audit the first two pages of results
- ☐ Add an automated review request to your client-delivery workflow this week
- ☐ Write your crisis plan: chain of command, three message templates, escalation rule
- ☐ Draft your reputation-as-a-service offer: setup fee plus monthly retainer

Build and maintain your brand legacy

Campaigns end. The brand you're compounding is the asset that doesn't.

Your agency's brand is more than a logo or a tagline. It's the sum of your identity, values and reputation — what clients say about you when you're not in the room, and what a buyer would actually be paying for if you ever sold the firm. Building a brand legacy is how you convert years of good work into durable value.

Why a strong brand legacy matters

A strong brand legacy is what sets you apart, keeps clients loyal and drives long-term growth. Brand Finance's 2023 analysis put the combined value of the world's top 500 brands above \$8 trillion — brand is not soft; it's balance-sheet material. For an agency, a strong legacy buys you better clients at higher retainers, easier hiring, warmer referrals, smoother expansion into new niches and a buffer when a campaign or a quarter goes sideways.

Consistency is the engine. Your core values and brand promise stay steady even as tactics evolve. Maintain a brand guide covering visual identity, voice and core messaging; train every team member on it; audit your presence across platforms regularly; and template your recurring communications so consistency doesn't depend on memory. Consistency also means experience: whether a client hits your website, your support inbox or your invoicing email, it should feel like one firm keeping one promise.

Your story is the heart of your legacy

Humans remember stories, not feature lists. Your agency's story should carry your values, your mission and what makes you different. Start with your why — what broke, in your own business or someone else's, that made you start this agency? Be authentic; buyers smell

manufactured origin stories instantly. Make clients the heroes: your role is the guide who hands them the tools. Use emotion, and keep it simple enough that a happy client can retell it at a networking breakfast.

Then weave that story everywhere: your website, your proposals, your onboarding sequence, your social feeds. And balance consistency with innovation — staying relevant doesn't mean chasing trends; it means listening to clients, encouraging your team's ideas, tracking where your niche is heading and taking calculated bets. Sometimes innovation is simply delivering the same outcome in a way nobody else in your market has packaged.

Foster trust and responsibility

Trust is the foundation under everything else in this book.

81%

of consumers say they need to trust a brand before they'll buy from it (Edelman Trust Barometer, 2023). For services sold on retainers, the bar is higher still.

To build it: be transparent about pricing, practices and mistakes. Deliver on promises — consistently met expectations are the whole game in retainer businesses. Guard client data seriously; you hold their pipelines and their customer lists. Respond honestly to feedback. And stand for something beyond profit: Cone Communications found 86% of consumers are more likely to trust a company that supports social or environmental issues. Pick causes that genuinely align with your values, partner with reputable organizations, involve your team and be transparent about impact. Authentic beats loud; a real commitment to your local business community outweighs a borrowed cause.

Leverage digital platforms — and measure the brand

Your digital presence is your legacy's public record. Keep your website current and unmistakably yours. Use social strategically to tell the story. Publish content that solves real problems for your niche. Use analytics to understand what's landing. Then measure the brand itself, on a schedule:

METRIC	WHAT IT TELLS YOU	HOW TO MEASURE
Brand awareness	Who knows you exist	Branded search volume, social reach
Brand sentiment	What they think of you	Reviews, social listening
Client loyalty	Whether they stay and refer	NPS, retention rate, referral count
Brand value	What the brand is worth	Pricing power, inbound rate

Even strong brands face crises — which is why the crisis plan from chapter four is also a legacy document. Preparation, quick response and transparent communication are what let a 10-year reputation survive a bad week.

Empower brand ambassadors and lead from the front

Your team members are your most powerful ambassadors. They talk to clients daily and represent you in every community they touch. Make sure everyone understands the brand values and mission, train them to represent it online and off, encourage them to share their work and wins on their own channels, and recognize the people who embody the brand best. Authentic employee advocacy outperforms any ad spend — and in an agency, your delivery team's public competence is the product demo.

Leadership sets the ceiling. As the owner, your personal brand and your agency's brand are inextricably linked — in a founder-led services firm, they're nearly the same asset. Live the values visibly. Show up in your community and your niche. Communicate the vision consistently, foster a culture that matches the brand and stay open to feedback. What Charles has seen across hundreds of Nexus Hub member agencies holds true everywhere: the agencies that compound are the ones whose founder's public behavior and brand promise never contradict each other.

Building a brand legacy is a long game played in short, consistent moves: authenticity, consistency, innovation and responsibility, repeated until they're indistinguishable from the firm itself. Your legacy isn't what you say — it's the experiences you create, the values you uphold and the difference you make for the businesses you serve.

DO THIS NOW

- ☐ Write your agency's origin story in under 150 words; put it on your about page
- ☐ Pick four brand metrics from the table and set a monthly review date
- ☐ Brief your team on the brand values — and how to represent them publicly
- ☐ Schedule one founder-voice post per week; your personal brand is agency marketing



◆ KEEP GOING

Don't run this playbook alone

Every strategy in this book gets easier with 500+ operators who've already run it. Nexus Hub is the community for HighLevel agencies ready to scale, optimize and connect.

Weekly Q&A sessions

Bring your stuck point, leave with a plan

Snapshots & templates

Save hours with pre-built systems

Premium partner deals

Member pricing on the tools you run

Private community + training

Operators who've solved your problem

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Charles Higgins · Founder, Nexus Hub

Where HighLevel agencies get unstuck.