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# Reputation management
## Prices 2026 · inreallab

### 7.6 Reputation (SERM / ORM) and PR

| SERVICE | RUSSIAN MARKET | INREALLAB | UNIT |
|---|---|---|---|
| Reputation audit | $190 – $650 | **$250** | project |
| Mention monitoring (manual/basic) | $130 – $500 | **$190 (excluding platform)** | per month |
| Monitoring with a platform (Brand Analytics or equivalent) | $320 – $650 | **from $320 – $440 (platform licence from $110/month included or billed separately)** | per month |
| Review management | $250 – $750 | **$380** | per month |
| **Promotion in geo services (Yandex Maps / 2GIS)** — listing + rating + reviews + local search; setup from $100 – $130 | $190 – $320/month | **from $230/month (priority placement — platform subscription billed separately)** | per month |
| **Review management on marketplaces (Wildberries/Ozon/Yandex Market)** — handling reviews, collection strategy, rating growth (cheap SaaS auto-replies are a separate class) | $65 – $500/month | **from $230 – $250/month** | per month |
| SERM (managing brand search results) | $320 – $1,300 | **from $440** | per month |
| Crisis response (containing negativity) | from $1,000 | **from $1,200** | project |
| Turnkey ORM | from $1,300 | **from $1,400** | per month |
| Press release / article | $65 – $320 | **$100** | item |
| Media placement (one-off) | $35 – $1,300+ | **from $65 + media budget** | publication |
| Press release distribution to media | $190 – $750 | **$250** | project |

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|---|---|---|---|
| PR support (retainer) | $750 – $3,200 | **from $900 (PR coordination without guaranteed placements; retainer with actual placements from $1,300, publications and media budget billed separately)** | per month |
| **Ad marking (the state ad registry / ERID tokens)** — required by law for publications, seeding and blogger integrations | 500 – 800/creative; pack $65 – $100/month | **from 500/creative or pack from $65/month** | creative/month |
| Expert PR (media commentary) | $380 – $1,000 | **$440** | per month |

| SUB-SERVICE | RUSSIAN MARKET | INREALLAB | UNIT |
|---|---|---|---|
| Removal of a single negative review (complaint to the platform/pre-trial) | $40 – $190/review, complex cases (court, review site registry) $250 – $650 | **from $65** | review |
| Removal of a link/page from Yandex/Google results ("right to be forgotten", legal) | $190 – $650 per URL | **from $250** | URL |
| Crowd marketing: writing + seeding reviews/comments on forums and review sites | 100 – $15/placement; packs $130 – $650/month | **from 500/placement** | placement |
| Review copywriting (review written for a specific platform, no publication) | 150 – 400/each | **from 200** | review |
| Replies to reviews (outsourced moderation, per review/pack) | 100 – 500/review; pack from $100/month | **from 250/review** | review |
| Registration and verification of a geo service listing (Yandex Business / 2GIS / Google / Zoon) — per platform | $40 – $130/platform | **from $65** | platform |
| Geo service listing optimisation for local search (one-off, SEO content) | $100 – $250 | **from $130** | project |
| Placement on review sites (Otzovik / iRecommend / Flamp / Zoon) — per platform | 500 – $25/publication | **from 800** | publication |
| Employer reputation management (Dream Job / Habr Career / employee reviews) | $250 – $650/month | **from $320** | per month |
| Creating a Wikipedia article (writing + passing moderation) | $650 – $2,500 | **from $900** | project |

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|---|---|---|---|
| Maintaining/updating a Wikipedia article | $130 – $500/month (more often a one-off edit at $130 – $380) | **from $230** | per month |
| PR strategy / media plan development | $380 – $1,900 | **from $500** | project |
| Media list compilation (relevant outlets and journalists) | $130 – $380 | **from $150** | project |
| Native article/special project in national media (RBC/Forbes/Kommersant) — placement | $1,900 – $19,000/publication | **from $1,900 + media budget** | publication |
| Native publication on VC.ru / Habr (writing + placement) | $380 – $1,900 | **from $440** | publication |
| Expert column/article under the client's byline (ghostwriting) | $190 – $650/item | **from $190** | item |
| Arranging and coordinating a media interview with the CEO | $380 – $1,300 | **from $440** | interview |
| Running a press event / press conference / press tour | $1,900 – $6,300+ | **from $1,900** | event |
| Crisis protocol development (crisis plan) | $650 – $1,900 | **from $750** | project |
| Round-the-clock 24/7 monitoring (surcharge on basic monitoring) | $250 – $750/month (surcharge) | **from $500** | per month |
| In-depth reputation report with sentiment analysis (one-off) | $380 – $1,000 | **from $440** | report |
| Negative feedback handling and comment moderation on social media | $190 – $500/month | **from $230** | per month |

## → Как начать

**Бесплатный разбор задачи.** До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи