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## How are brands monitoring their PR Metrics?

*Public Relations (PR) plays a crucial role in reaching a brand's target audience as it identifies the common areas between the brand and its consumers and designs communication which addresses their needs...*



A brand is built only when it's recognised by its target audience and you can achieve this recognition when you truly connect with them. Here's where I feel [Public Relations](#) (PR) plays a crucial role. It identifies the common areas between the brand and its consumers and designs [communication](#) which addresses their needs. Nowadays earned media is associated with fans and followers, I believe relevant PR which also is a part of earned media does a similar job in not just expanding the space for the industry, but also creating a mind space for [brands](#) amongst readers. Over a period of time, through thought leadership and of course announcements, PR can help evolve the storyline of a brand and establish what it stands for to its audience by sharing the brand's intentions and actionable present and future.

**Importance of measuring PR performance**

Brands don't exist in isolation, they exist in an environment and testing yourself in this environment in terms of your reach, tonality of your mentions/ communication, relevance and importance of the news that you share is critical. Hence, I believe measuring ROI on each activity and understanding where you stand vis-à-vis competition is a must. It helps brands look at the mirror in terms of stories/ themes they may have missed, journalists they need to tap, story trends that they need to work on and more importantly understand the media & through them the customer sentiment in terms of the kind of information they seek, which you as a brand can provide.

### PR Metrics

Share of Voice (SoV) is the most common PR metric apart from sheer volume of mentions, articles etc. Most measurements arrive at an index score for both print and online based on a multiplicity of factors like, what page of the newspaper did your news get carried, in terms of online - the reach of that platform, how much space did it occupy on the page, does the headline have your company mention, whether the story has your company logo/image of your spokesperson, placement of your spokesperson's comment in a story, etc. Sentiment analysis, which is mainly the tone of the news also helps you understand the quality of the coverage. According to me, having maximum positive and neutral news and having news that has a larger impact rather than number of news mentions has more bearing. Content and thought leadership is the key, and ensuring its captured well in any PR measurement is important. It gives you an idea about the themes recurrent in your industry, where you stand and how can you improve it by effectively engaging spokespersons.

### **Role of PR metrics in bettering brand visibility in media**

PR metrics help you with the SWOT analysis of your brand in terms of media visibility by highlighting the areas which you can strengthen further, parts you need to work more on and also the ones which can be ignored. For instance, through your internal company analysis you know that a particular product/service of your brand sells more in a specific State of the country. You can accordingly target relevant communication there. It also helps you understand PR tools (Articles, Infographics, Releases, etc.) which are enhancing your reach and are getting good reception from your audience. Thus, helping gauge the effectiveness of your PR machinery, i.e. did you reach the intended audience with the intended information, did you build a good follow up/ funnel post that, thus custom or campaign wise reports help a lot to understand what you did good and what could be better.

Journalists play a crucial role in PR ecosystem as it's through them that you can reach your end consumers. With the help of journalist mapping, you not just get to know the hits and misses, but also the kind of stories they're working on. With this information in hand, you can customize your pitch and build a good rapport with them. Another important part to know where your brand stands, is by knowing where your competition is present. PR analysis tells you what your competitor is up to, you can sense and gauge whether they are creating a good thought leadership space or are trying to copy you, which is a compliment.

## Future trends

I feel on the go PR metrics would be great to have, as PR moves more [digital](#). In the long run, there will be emergence of PRTech companies, wherein tracking/ analysis agencies by leveraging technology will provide live updates of where your brand stands vis-à-vis your competition and give you details on where your references are coming in. We're seeing this in social media for online reputation management, it will soon happen in the PR industry too. The day is not far when Digital [marketing](#) and PR will collaborate to form one robust PR machinery, manage organisational reputation, catch on to brand related conversations and spread the good word of the brand.