

How To Measure & Analyse Media Coverage

Traditionally, Advertising Value Equivalency (AVE) was used to measure the amount of space a piece of content occupied, compared with the cost of an equivalent paid advertisement which was a common way to analyze media coverage.

While this may have been the best way to demonstrate value in the past, it doesn't have the same efficacy today. This is partly due to the differences between PR and advertising today. AVE also fails to account for the tone of media coverage, who has seen the coverage, or the digital impact of that coverage in the world of social media. Traditional advertising is also no longer the focus for many brands, who instead focus on influencer marketing, paid social advertising, or web-based pay-per-click style ads.

Despite this, a UK study showed that 35% of agencies still use it. For many, AVE is useful as the only form of measurement that attributes a monetary value to content. However, due to the restrictions mentioned above, this must be used in conjunction with newer, more digital-focused methods of measurement to give a fuller picture.

Hence, if your job is to put together a media coverage report, you should cover the following:

Monitoring Website Traffic

As the saying goes, "Simplicity is the ultimate sophistication." This holds true when deciding to measure the amount of traffic you generate for your site, especially in the context of your media coverage.

By monitoring website traffic, you can find which news articles converted the most traffic, or which social posts resulted in more visits, demonstrating your ROI and contribution to getting your brand out there.

Content Reach

Reach looks at an article's (or any other type of content) potential viewership by looking at monthly unique visitors to the publisher. Publishers of physical content, such as monthly magazines, know exactly how large their audience reach is, based on subscription information.

Some online media have subscription content behind a paywall, and the reach can be analyzed in a similar way to print. However, the majority of published articles or press releases are usually free. By tracking the reach of your content, you get to know the various traffic sources of each campaign.

You can also determine the referral sites, that is, how your audience ended up on your website. Additionally, mobile use is increasing, making it more important than ever to analyze which devices users are accessing content from, to tailor your campaign and strategy.

Share of Voice

Measuring your share of voice helps you to understand how much of the conversation around a certain topic your brand commands. You can also calculate the value of your audience's brand perception and see where you stand against your competitors.

You can track these conversations in real-time using media monitoring tools, as well as using our retrospective data. By comparing your metrics over time, you can determine which areas need more attention.

Another plus? This data gives you a competitive edge over industry rivals.

Tracking Brand and Industry Mentions

Monitoring your brand's mentions is an integral part of your organization's social listening strategy. Users are constantly conversing on the subjects of your brand, competitors, and topics related to your industry.

Monitoring is necessary because one small tweet can make or break your reputation. You can keep up to date with the conversation and follow key stakeholders, product names, and industry news.

Sentiment Analysis

Sentiment analysis or opinion mining helps to discover the sentiment of social media posts and editorial news media, that is, whether the commentary is positive, negative, or neutral. Tracking this information helps inform you of the tone of the article or post, with regards to the brand or topic under analysis.

Get to understand your industry by tracking the media coverage of your brand. Once you have this information you can do something about it before it becomes a potential crisis. Ultimately, you can use it to redesign your business strategy by playing to your strengths and addressing your weaknesses in the eyes of consumers.

Audience Insights

Engagement is a necessary metric to track because it helps to analyze how your audience relates to your content and how much of their attention you've managed to capture. Understand if your audience stays engaged or, even better, responds to what you've put out there.

Social media platforms each have their metrics, including likes, views, and votes. Start by figuring out what insights you want to discover about your audience and have a goal in mind before considering different types of impressions.