

Checklist on How to Analyze Your Brand Image Awareness With Earned Media

Analyzing your brand image awareness through earned media is vital to understanding your market presence and reputation. Here's a comprehensive checklist to guide you through this process:

1. Define Your Goals and KPIs

- Identify Objectives: Understand what you want to achieve with your brand analysis (e.g., brand perception, market penetration, customer loyalty).
- Set Key Performance Indicators (KPIs), Such as share of voice, sentiment analysis, engagement rates, and media reach.

2. Gather Data

- Media Monitoring Tools: Use tools like Google Alerts, Mention, Hootsuite, or Brandwatch to collect mentions of your brand across various platforms.
- Social Media Listening: Monitor social media platforms using tools like Sprout Social, Buffer, or TweetDeck.
- PR and News Tracking: Track traditional media mentions through tools like Cision or Meltwater.

3. Analyze Media Coverage

- Volume of Mentions: Count how often your brand is mentioned across various media.
- Sentiment Analysis: Determine the tone of the mentions (positive, negative, neutral).
- Source Quality: Evaluate the credibility and reach of the sources mentioning your brand.

4. Assess Audience Engagement

- Engagement Metrics: Look at likes, shares, comments, and retweets on social media posts.
- Traffic Analysis: Use Google Analytics to track your website's referral traffic from earned media sources.
- Influencer Impact: Identify key influencers and assess their impact on your brand's image.

5. Compare with Competitors

- Competitive Benchmarking: Compare your media mentions, sentiment, and engagement with those of your competitors.
- Share of Voice: Measure your brand's share of the total conversation in your industry.

6. Qualitative Analysis

- Content Analysis: Examine the context in which your brand is mentioned to understand deeper nuances.
- Thematic Analysis: Identify recurring themes and topics associated with your brand.

7. Visualize Data

- Dashboards and Reports: Create visual reports using tools like Tableau or Power BI to communicate your findings easily.
- Sentiment Over Time: Track sentiment trends to identify any significant changes or patterns.

8. Evaluate ROI

- Earned Media Value (EMV): Estimate the value of earned media coverage by comparing it to the cost of equivalent paid media.
- Impact on Sales and Leads: Correlate earned media mentions with sales data and lead generation.

9. Identify Areas for Improvement

- Gap Analysis: Identify areas where your brand is underperforming in media coverage or sentiment.
- Action Plan: Develop strategies to address any negative sentiment or gaps in coverage.

10. Continuous Monitoring and Adjustment

- Ongoing Tracking: Regularly monitor earned media to stay updated on brand perception.
- Adjust Strategies: Continuously refine your PR and marketing strategies based on the insights gained.

Tools and Resources

- Google Alerts: For monitoring online mentions.
- Brandwatch: For comprehensive social listening and analytics.
- Meltwater: For media monitoring and analytics.
- Hootsuite: For social media management and listening.
- Sprout Social: For detailed social media analytics and engagement tracking.
- Google Analytics: This is used to track web traffic and referral sources.
- Tableau/Power BI: This creates data visualizations and reports.

Following this checklist, you can systematically analyze your brand image awareness through earned media and make data-driven decisions to enhance your brand's reputation and market presence.