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Share of Voice Tool Checklist

1. Understand Share of Voice (SOV)

✔️ Familiarize yourself with the concept of SOV and its significance in online brand presence.

✔️ Recognize how a higher SOV correlates with increased brand awareness, market share, and sales.

2. Identify SOV Tools and Their Utility

✔️ Explore the various platforms where SOV tools are useful, such as social media, news articles, and blogs.

✔️ Distinguish between SOV and Market Share (SoM) to understand their distinct roles in brand analysis.

3. Utilize Free SOV Tools

✔️ Discover free SOV tools like BrandMentions for monitoring online brand mentions across platforms.

✔️ Understand the features offered by free SOV tools, including brand mention tracking, sentiment analysis, and engagement metrics.

4. Evaluate Pros and Cons

✔️ Weigh the advantages of free SOV tools, such as cost-effectiveness and ease of use.

✔️ Consider the limitations of free SOV tools, including restricted features and potential data accuracy issues.

5. Explore Top Free SOV Tools

✔️ Investigate a curated list of 11 free SOV tools, including HubSpot, Hootsuite, Talkwalker, Google Ads, Ahrefs, SEMrush, Brandwatch, Brand24, Mention, TrendHERO, and Sprout Social.

✔️ Assess the selection criteria for the best SOV tools, including price point, integrations, and features.

6. Strategies for Increasing SOV

✔️ Implement strategies to boost your brand's SOV, such as developing social media accounts, creating share-worthy content, and diversifying marketing approaches.

✔️ Recognize the importance of offline promotion and organic search traffic in enhancing online SOV.

7. Understanding SOV Metrics

✔️ Define 100% SOV and understand its implications in the context of brand visibility.

✔️ Learn the calculation method and formula for SOV, including dividing brand mentions by total mentions and multiplying by 100.

8. Differentiate Between Impression Share and SOV

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✔️ Differentiate between impression share and SOV, understanding their roles in assessing brand visibility.